

Southern **BUILDING SUPPLIES**

FEBRUARY, 1956

SERVING DEALERS



AND WHOLESALERS

OUR BILL OF GOODS

Controlling Sales with
Distribution Journal

Lumber Warehouse
Saves Space and Money

Split-Level Plan
Provides Family Privacy

Specializing in Doors
Boosts Volume, Profits

Operation Home
Improvement Launched

Contents on page 3

11,800 Copies This Month



Remodeled Store Displays Bathrooms – page 24

Where to Use Southern Pine in Homes – page 27



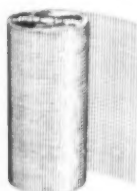
Everything in Aluminum Screens right in your **OWN BACKYARD!***



BURNS LIVE WIRE TENSION SCREENS

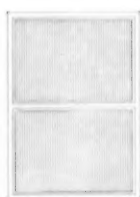


Packaged profits — ready sales! The Burns Screen's superb quality features have been sparking dealer sales all over the South. They're easy to display, easy to sell, easy to install, easy to store. And every one is colorfully packaged — *individually*.



CONWIRE ALUMINUM SCREEN CLOTH

Woven in Consolidated's Covington plant. From a $\frac{3}{8}$ " aluminum rod, 28 dies in three separate machines produce .013" wire. Result: a perfect screen that is quality controlled from rod to aluminum cloth. Shipped direct from our Atlanta warehouse.



CONWIRE FULL FRAME SCREENS

Practical beauty for any type window — double hung, awning, case-ment, jalousie, hopper, traverse — you name it. Conwire Screen is rolled into precision-made, heavy gauge aluminum frames fabricated in Consolidated's Atlanta plant.

* From our own plants in Covington and Atlanta, Georgia, Consolidated Wire Products Company delivers

3 TOP SELLING PRODUCTS IN ONE VERSATILE LINE

For information,
write or call...

Consolidated
WIRE PRODUCTS
C O M P A N Y

249 SPRING STREET, S. W., ATLANTA, GEORGIA • ALPINE 4514

SOUTHERN BUILDING SUPPLIES is published monthly at 214 W. Morehead St., Charlotte, N. C., by W. R. C. Smith Publishing Company, Charlotte, N. C. and Atlanta, Ga. Executive and Editorial Offices: 806 Peachtree St., N.E., Atlanta 3, Ga.
Accepted as controlled circulation publication at Charlotte, N. C.

Volume 11

No. 2

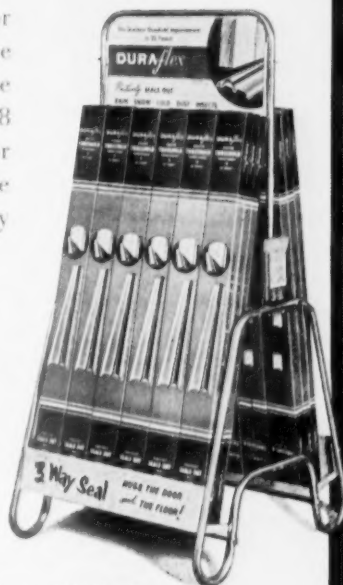
NEW **DURAf**lex DISPLAY OPENS THE DOOR TO FASTER THRESHOLD SALES!

Colorful, eye-catching aluminum floor display compels attention, spotlights the bright, modern cartons—becomes a whole new threshold "department." Holds 48 thresholds, yet takes only 2' by 2' of floor space. It's yours from your jobber and the DURAflex Company . . . free! Write today for full information!

DURAflex

America's most advanced thresholds!

Durable aluminum base, flexible vinyl arch provide positive sealing . . . blocks out rain, snow, dust, draft, insects! Fits any doorway . . . can be installed with "do-it-yourself" ease. DURAflex thresholds in DURAflex floor displays will win sales as no other threshold can!



NOW! COMMERCIAL **DURAf**lex For a rich, new market!

New broad-base, heavy-duty threshold to meet the fast growing demand for commercial installations! Dramatically reduces losses on air-conditioning and heating . . . highly resistant to stains, grease . . . cleans easily.

Used by leading companies . . . a great new profit item!

Write to
THE **DURAflex CO.**

3275 N.W. 37th STREET
MIAMI, FLORIDA

PHOENIX • MIAMI • TORONTO

U.S. Pat. 2,718,677
U.S. and Foreign Pats. Pending

THE GREATEST THRESHOLD IMPROVEMENT IN 25 YEARS

FEBRUARY, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

ATLANTA, GA.

1530 Ellsworth
Drive, N. W.
Phone: SYcamore 4-9511

BIRMINGHAM, ALA.

2830 Fifth Ave., North
Phone: 4-5461

LOUISVILLE, KY.

1239 South Tenth St.
Phone: MElrose 4-9441

MEMPHIS, TENN.

703 North Royal Ave.
Phone: JAcKson 5-4717

MIAMI, FLA.

3640 N. W. 52nd St.
Phone: NE 5-2595

NASHVILLE, TENN.

Harrison Street
at Seventh Avenue
Phone: ALpine 5-1152

RALEIGH, N. C.

1431 Courtland Drive
Phone: 2-3501

RICHMOND, VA.

1910 Petersburg Pike
Phone: 82-6748

SAVANNAH, GA.

311 Stiles Avenue
Phone: 6-2461



Need an adjoining warehouse?

**complete stocks of quality building materials are
right next door — at SSirco**

When it's time to get down to business, time is valuable . . . to both you and the builder. That's when SSirco's "right-next-door" service is important.

Wherever you are located in the Southeast, Southern States Iron Roofing Company is your sure, *immediate*

answer to supply-service problems. Fresh and complete stocks of a variety of building materials, industrial metals, and aluminum products are available in SSirco's one-source supply houses. Warehouses are as close as your telephone—service is prompt and courteous.



Call the nearest SSirco branch, listed in the adjoining column, for assistance with your building material requirements.

SOUTHERN STATES IRON ROOFING CO.

Serving the Building Trade Continuously since 1914.

General Offices, P. O. Box 1159, Savannah, Georgia

Southern BUILDING SUPPLIES

FEBRUARY, 1956

VOL. XI No. 2

806 Peachtree St., N.E., Atlanta 5, Ga.

DONALD L. MOORE, Editor and Manager

HELEN MATTHEWS, Assistant Editor

T. W. McALLISTER, Editorial Director

*BARON CREAGER, Southwestern Editor

E. B. FORD, Business Manager

J. A. MOODY, Production Manager

February Feature Parade

Distribution Journal Helps Control Costs	19
Lumber Warehouse Designed for Fork-Lifts	21
Door Specialization Boosts Over-All Volume	23
Remodeled Store Spotlights New, Old Lines	24
Split-Level Home Provides Privacy for All	26
Where to Use Southern Pine in Construction	28

Classified News Departments

Top News — OHI Campaign Off to Fast Start	13
Product Parade and Product Briefs	32
Association Activities — Convention Calendar	54
Wholesaler News of the Month	62
Dealers in the News	80

Copyright, 1956, W. R. C. Smith Publishing Co., Atlanta, Ga.



BUSINESS PUBLICATIONS AUDIT OF CIRCULATION
NATIONAL BUSINESS PUBLICATIONS



Published monthly and mailed without charge to the wholesale and retail lumber and building material dealers in the 18 Southern and Southwestern states and the District of Columbia. To all others there is a subscription price of 25 cents per copy or \$2.00 per year.

Business Representatives

CHICAGO: Robert A. Blum, 333 North Michigan Avenue, Tel. Central 6-4131.

CLEVELAND: W. G. Sheehan, 17021 Amber Drive, Cleveland 11, Ohio. Tel. Winton 1-1800.

NEW YORK: Gerard Tensdale, 78 Manhattan Ave., New York 25, Tel. University 4-2957.

*DALLAS: Baron Creager, 1305 National City Building, Dallas 1, Tex. Tel. Randolph 7673.

LOS ANGELES: Loyd B. Chappell, 810 S. Robertson Boulevard, Los Angeles 35, Calif. Tel. Crestview 4-5151.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. University 7-7995.

MIAMI, FLA.: Ray Rickles, 814 Chamber of Commerce Building, Miami 32, Fla. Tel. 9-1495.

Published Monthly in Atlanta, Ga., and Charlotte, N. C., by

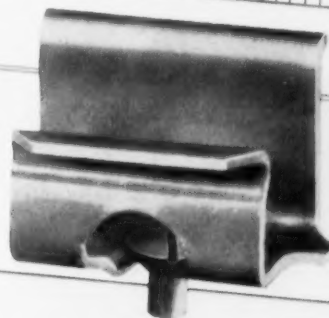
W. R. C. SMITH PUBLISHING COMPANY

Publishers also of TEXTILE INDUSTRIES, SOUTHERN POWER AND INDUSTRY, SOUTHERN AUTOMOTIVE JOURNAL, SOUTHERN HARDWARE, AND ELECTRICAL SOUTH

W. J. ROOKE, Chairman of the Board; RICHARD P. SMITH, President; T. W. McALLISTER, First Vice-President; E. W. O'BRIEN, Vice-President; A. E. C. SMITH, Vice-President; O. A. SHARPLESS, Treasurer; A. F. ROBERTS, Secretary; SEBA J. JONES, Assistant Secretary and Treasurer.

T
E
N
S
I
O
N

The closing
device on
TENSION-tite®
SCREENS
has
no moving parts
—never breaks off
—cannot split
the blind stop



t
i
t
e

Offer the finest!

Tension-tite is the easiest screen to install, and the most trouble-free in use. Moreover, it's the best seller from coast to coast, and you can get prompt delivery through nearby wholesalers. Lots of excellent sales aids available. For further information please contact

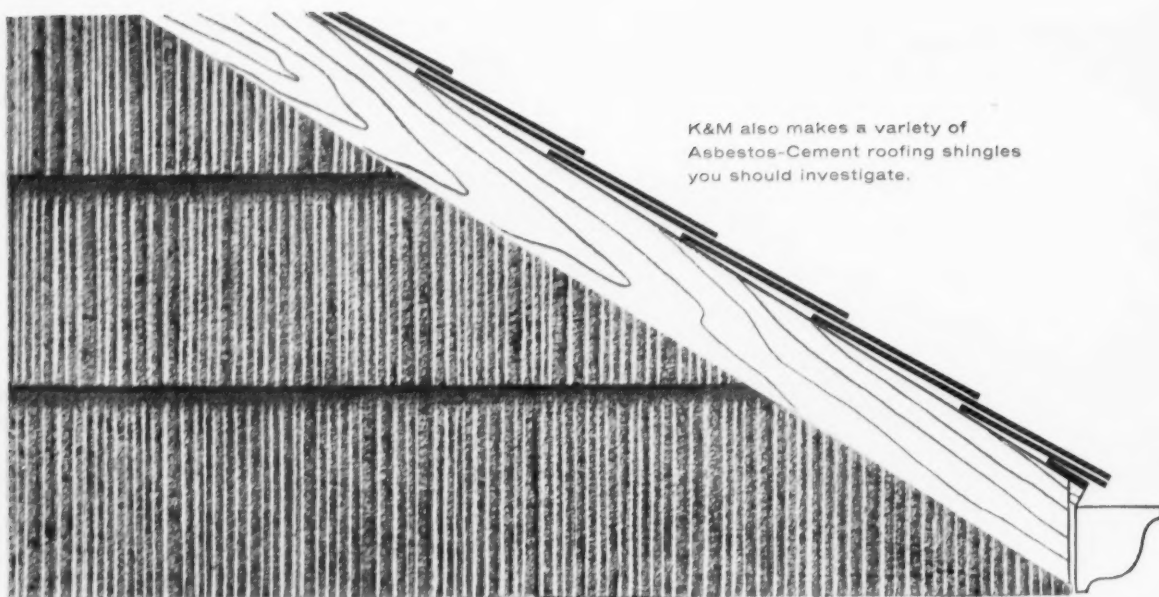
RUDIGER-LANG CO.

INTERNATIONAL TRADE MART,

NEW ORLEANS 12, LA. • TULANE 7186

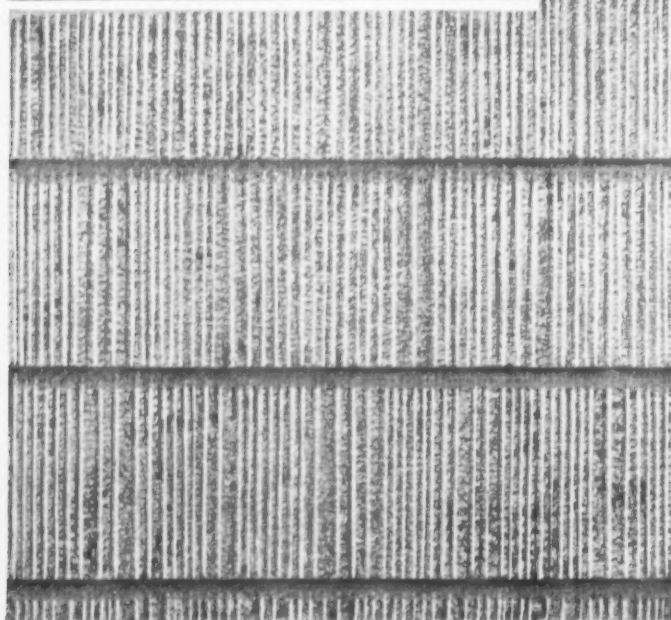


33 Years of Metal Window Screen Manufacture



K&M also makes a variety of
Asbestos-Cement roofing shingles
you should investigate.

*with K&M Nu-Grain
Siding Shingles
"buy appeal in
six exciting colors"*



Cash in on color! K&M Nu-Grain Siding Shingles put six eye-catching colors to work building sales for you. Shingles shown here are Nu-Grain Gray and Nu-Grain Brown. The other four Nu-Grain colors are Green, Red, Whitetone, and Canyon Coral. Promote the modern idea of using two of these colors on a single home. There's profit for you in the growing preference for K&M Nu-Grain Shingles—preference that's continually being stimulated by national advertising in *Better Homes and Gardens*, *Successful Farming*, *Progressive Farmer*, and *American Builder*.

Beauty the years can't dim.

Customers like the way K&M Nu-Grain Shingles defy sun and weather. There's strong appeal in the attractive Nu-Grain wood-shake pattern, and in the horizontal shadow lines of the laid shingles. Nu-Grain Shingles won't burn, rot, or corrode—in fact, they become *harder* with age—because they're made of asbestos fiber and portland cement. A special silicone treatment resists water-borne dirt which ordinarily causes streaks under sills and other trim.

Get all the facts.

Contact your K&M distributor for complete details. Have him show you samples of the profitable Nu-Grain line. Or write directly to us for a color folder.

KEASBEY & MATTISON
COMPANY • AMBLER • PENNSYLVANIA



Association Directory

Associations serving Building Supply Dealers in
Southern and Southwestern states—and served
by SOUTHERN BUILDING SUPPLIES

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: James Grayson, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Frank Moore, Newport, Ark.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. EM 5609. President: Charles W. Peek, Jr., Cedartown, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: J. A. Kendall, Florence, S. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: D. C. Dawkins, Jr., Jacksonville, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: L. J. Wolfe, Mankato, Kan.

Kentucky Retail Lumber Dealers Association — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: Kenneth A. Lawson, Harlan, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Ivan M. Foley, New Orleans, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole. Tel. 2-1194. President: W. H. Curry, Waco, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PENnypacker 5-5377. President: Hugh M. Peter, Pleasantville, N. J.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: P. V. Graves, Batesville, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NATIONAL 6757. President: Raymond A. Schaub, Whiting, Ind.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: T. J. Hughes, Cushing, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265-6. President: C. M. McAllister, Garden City, Kan.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Abner U. Taylor, Jackson, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: E. R. Woolridge, Roanoke, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Paul Butcher, Weston, W. Va.



"in the Wall"

SLIDING
DOOR
FRAMES

Feather Glide
Wardrobe
Hardware

Quality is the key to sales and reduced costs—You can be certain when you feature Nordahl products that you will satisfy customers. Nordahl products are recognized leaders in their field. National trade and consumer advertising is creating prospects and sales for you—So be wise! Open doors to increased profits by featuring Nordahl "In the Wall" Sliding Door Frames and Nordahl Feather Glide Wardrobe Hardware

WRITE FOR COMPLETE INFORMATION

NORDAHL MANUFACTURING CO.

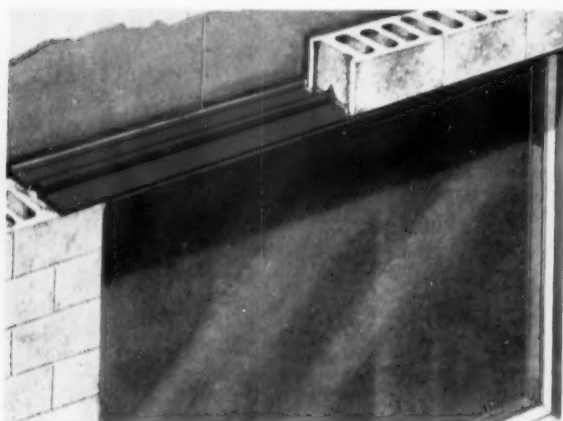
180 W. Alameda Ave., Burbank, Calif.

CAMPCO DOME DAMPERS and STEEL LINTELS Lower Priced . . . Higher Quality!



FIREPLACE DOME DAMPER TELESOPES IN FOUR DIRECTIONS

Built-in expansion bars on both front and rear allow Campco dampers to "telescope" four ways, preventing damage to masonry from expansion or contraction. Also adjustable! Three bodies adapt quickly and easily to nine standard sizes . . . reducing handling, inventory investment, and storage problems. Steel eliminates costly breakage in shipping, handling, and installation.



Install by cutting groove in block to fit lintel.

STEEL LINTELS MEET ALL BUILDING CODE REQUIREMENTS

Brick lintels in lengths of 24 - 84 inches in 6" increments. Blocks: 30 - 66 in. Can be nested in stacks in any convenient place, even in your yard or on the job. Thousands of both brick and block lintels in use.

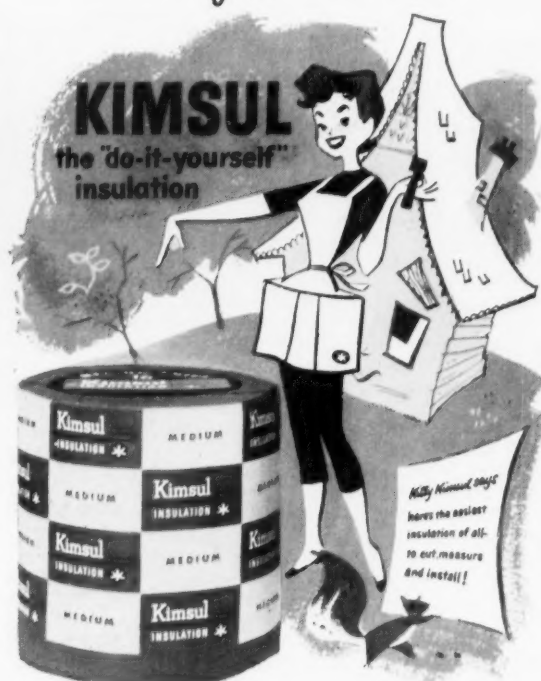


Prompt delivery and service aids tight construction schedules. Compare our prices with any! Write for name of your nearest wholesaler and complete specifications.

Carolina Metal Products, Inc.

2222 South Boulevard Charlotte, N. C.

*Meet Kitty Kimsul
your new partner in
building Kimsul sales!*



Kitty Kimsul Sells Kimsul Insulation for You:

- "in person" at "do-it-yourself" shows
- in national magazines
- on point-of-sale pieces (shown above)
- on film for your local TV shows

Kimsul Insulation Brings You Big Profits Because:

- It's the ideal "do-it-yourself" insulation, easy to cut, measure and install.
- It's compressed to 1/5 normal size. Saves you storage space. Gives you far more profit per square foot.

Special traffic builder from Kimsul

Now you can offer your customers this denim cobbler's apron - a regular \$2.50 value - for only 89c. They're being featured in KIMSUL's national advertising. And since only KIMSUL dealers will have them, this terrific bargain will bring more customers to your sales room. See your KIMSUL salesman for full details or write: Kimberly-Clark, Dept. S-2, Neenah, Wisconsin.



Kimberly-Clark Corporation • Neenah, Wisconsin

**ALWAYS IN LINE WITH . . .
YOUR REQUIREMENTS**



**ARKANSAS
SOFT PINE**

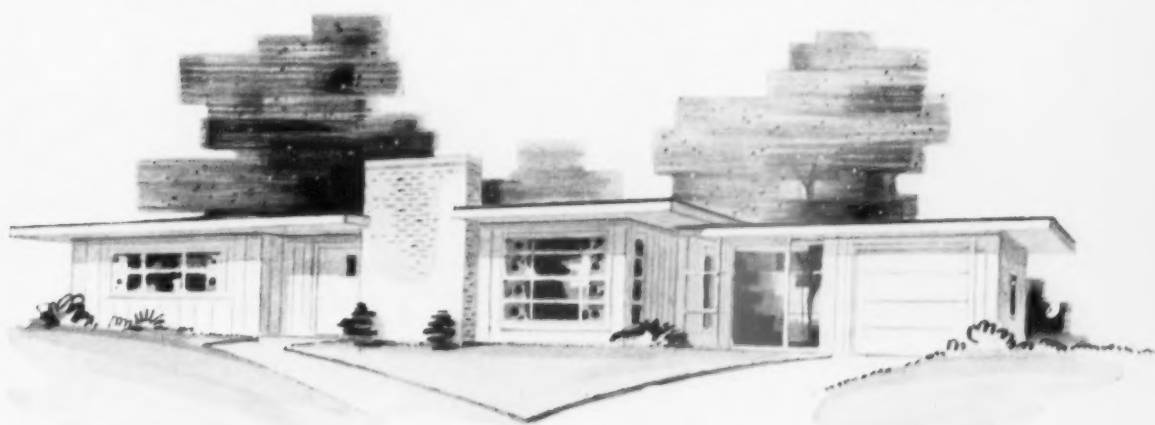
Satin-like Interior Trim,
Inside Frames, Paneling,
Finish, Stair Treads,
Flooring, Sheathing, Shiplap,
Boards, Dimension.

**HARDWOOD
FLOORING**

Straight-line Standard Strip
and Unit Wood Blocks
in Oak, Beech, Pecan;
Random Width Oak Plank;
All prefinished or Unfinished.

**OAK
SPECIALTIES**

Trim and Mouldings,
Thresholds,
Stair Treads, Risers,
Glued-up Panels.



Catering to Dealers in Quality Lumber for Quality Homes

. . . SAY WHEN



BRADLEY

LUMBER COMPANY of Arkansas

• WARREN,
ARKANSAS





SIDING

In lapped, grooved and plain styles.
Lasts longer, looks better!



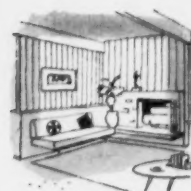
BOATS

Rugged P.T. boats are made of
Harborite...ideal for all marine uses.



SOFFITS AND GABLES

Workability of Harborite makes it
easy to cut to irregular shapes.



INTERIOR PANELING

For rooms that get hard wear. Ideal
in dens, playrooms, clubs, etc.

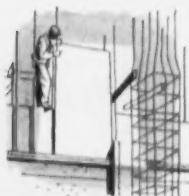
HARBORITE

the miracle overlaid fir plywood—super-resistant to wear, weather and water



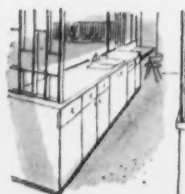
SIGNS AND DISPLAYS

Tests prove Harborite superior to
aluminum, steel, fiber-glass, etc.



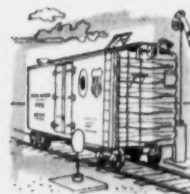
CONCRETE FORMS

Lowest cost per-foot-per-use. Re-uses
run 30 to 40 per panel.



KITCHEN CABINETS AND BUILT-INS

Finishes beautifully for cabinets,
built-ins, doors, paneling, etc.



INDUSTRIAL USES

Resistant to abrasion and chemicals.
For truck bodies, freight cars, etc.

HARBORITE

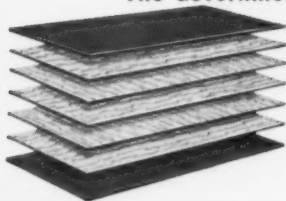
AVAILABLE IN UNLIMITED QUANTITIES...AND REDUCED 20%*
NOW COMPETITIVE WITH FINEST MARINE TYPE FIR PLYWOODS

For fifteen years, production of Harborite, the lumber industry's first and finest overlaid fir plywood, has gone almost exclusively to the United States Government for the production of P.T. boats and landing craft. Now, new production techniques makes Harborite available in unlimited quantities for civilian use...at a warehouse price reduced approximately 20% (prices vary slightly depending on area.) This super strong, light-weight, structural panel has miraculous weather-proof, split-proof, check-proof qualities.

*warehouse prices...vary slightly in each market.

Harborite's hard, smooth, grainless face is the perfect paint-holding surface; grain-raise problems are minimized. Harborite is stronger than steel...super-resistant to wear...and impervious to weather and moisture. Harborite will last a lifetime. These large, lightweight panels are easy to handle, wonderfully easy to work. Use of Harborite cuts time and labor costs to the bone! Cuts paint costs too! Harborite's absorption-resistant surface uses less paint...yet paint-finish lasts longer...looks better!

The Government specifies vast quantities of Harborite...here's why!



1. Only select Douglas Fir veneers are used in Harborite.
2. Core veneer strips are machine-edged and butted tight.
3. All solid wood—no core voids—no flaws.
4. Harbor-developed waterproof glue makes a permanent weld.
5. Core panels are rehumidified to minimize warping and grain-raise.
6. Harborite's resin-impregnated overlay makes a perfect paint-holding surface.

HARBORITE



...from the Royal Family of Plywoods!

HARBOR PLYWOOD CORPORATION, Aberdeen, Washington

Sales Offices and subsidiaries in...

ABERDEEN, Washington, P. O. Box 940, Phone 221
ATLANTA, Georgia, 1161 Ridge Ave., SW, LA 0215
CHICAGO, Illinois, 1444 W. Cermak Rd., CA 6-0134
CINCINNATI, Ohio, 511 Baymiller St., MA 1-2797
HOUSTON, Texas, 303 St. Emanuel St., CA 7-8241

INDIANAPOLIS, Indiana, 1001 E. New York St., ME 7-3434
JACKSONVILLE, Florida, 2355 Dennis Street, EL 4-8229
LOS ANGELES, California, 235 South Alameda St., MI 1854
SAN FRANCISCO, California, 3095 Third St., VA 6-2411
SEATTLE, Washington, North 34th & Fremont, EV 2228
TAMPA, Florida, 802 No. Rome Ave., Phone 8-1868

Copyright, 1956, Harbor Plywood Corporation

RANDOM LENGTHS

Comment on Industry News and Trends

WHAT FIRM IN YOUR TOWN will be Home Improvement Headquarters in "'56 — the year to fix," Mr. Dealer? Will it be the building supply department of a chain store? Some home improvement contractor? Or your establishment?

Since the lumber or building material dealer is nominally considered building headquarters, and scores of manufacturers and magazine publishers are asking home-owners to "see your lumber dealer" in ads and editorial features promoting *Operation Home Improvement*, for more profitable business and recognition it had better be your store!

But you will have to do more than offer to sell the materials that home-owners and handymen need: you will have to have project plans available and trained personnel to discuss their home repair or improvement problem with them. And you will have to identify your firm on all fronts as Home Improvement Headquarters — in newspaper ads and other media, via direct-mail, in your window and store displays. Turn now to page 13 for more details on *Operation Home Improvement* and proceed with your plans to stand out in your community as home improvement headquarters.

▼ ▼ ▼
"THE UNITED STATES is different from other countries in the world," points out President Henry M. Reed Jr. in the annual report of the General Plywood Corp., Louisville, Ky., "and the one basic principle that has made the big difference is that the workers make enough money in wages, over and above mere subsistence, to buy the products that our industries produce. . . .

"With its right hand our government is raising the minimum wage, effective March 1. This is wonderful! It will help our workers buy more production. Many sections of our country did not really begin to prosper until the original minimum wage law went into effect and the workers were able to buy more production.

"With its left hand our government has lowered the tariff on more than 800 items that American workers produce and, instead of getting more money come March 1 — some will be out of work entirely because they can not compete with 9c an hour Japanese labor.

"Let's see what effect this policy has had on one industry: (1) Before World War II, Japan exported a negligible amount of hardwood plywood to this country; (2) after the war, our government supplied the personnel with technical 'know-how' to set Japan up with the latest and best equipment to produce hardwood plywood; (3) result — imports of hardwood plywood from

Japan were 5,127,000 square feet in 1950 and 440,000,000 square feet in 1955, or 47% of the American hardwood-plywood market.

"Last year 1% of our automobile sales were foreign imports. Their sales program for 1956 is aiming at 5% of the American market. What will happen to the American economy if this is successful and then in five years goes to 47%? It is already happening on many items. . . .

"The Russians have failed to destroy us with war, spies, sabotage, fifth columns, and diplomacy. They have been waiting for a depression in the U. S., which so far has not developed. They know that free trade will undermine the workers in this country. American industry will either have to cut wages to meet cheap competition or close its plants. Either way we lose and they win.

"Let's try to get the rest of the world to copy a successful system."

▼ ▼ ▼
A NEW KIND OF CONFERENCE was held between government and industry at the National Housing Center in Washington, D. C., on January 17. Thirty homebuilders from all sections of the country met with government housing and monetary officials to survey the homebuilding outlook.

The builders represented metropolitan areas that accounted for 30% of all U. S. homebuilding in 1955. They reported that 1955 production was over 10% higher than 1954. But for 1956 they predicted a 7% cutback in new housing due to increasing financing and credit difficulties.

The builders said that the price for a typical house rose \$1,500 from 1954 to 1955, with the typical home price being \$14,500. They predicted another \$500 increase in the typical price this year resulting from a larger house size, the additional amenities and the increasing cost of producing the finished house, including a substantial increase in land cost.

The builders were informed at the conference of the return by FHA and VA to 30-year maximum maturities for insured and guaranteed mortgage loans. The builders hailed this relaxation as a step in the right direction. Earl W. Smith, president of the National Assn. of Home Builders, sponsors of the conference, urged that both FHA and VA give serious consideration to restoring down-payment requirements to the minimum permitted by the law.

Such conferences between government and industry are bound to increase the knowledge of both groups of the other's problems and position — and foster appreciation and cooperation between them.

Exclusive with **CELOTEX** LIFE-OF-BUILDING GUARANTEE on Insulating Sheathing

*It will help
the builders you sell
... sell homes!*

There is only one brand of sheathing that carries a Life-of-Building Guarantee. It is Celotex Insulating Sheathing. Its strength and durability are so outstanding, that its efficient performance for the entire life of the building is actually insured by the manufacturer's certificate.

The Celotex Life-of-Building Guarantee works with two-fold effectiveness: It helps the builder convince his prospects that he uses only the finest quality products . . . even

where they can't be seen. And by merchandising this Guarantee, the builder can give his prospects *proof in writing* that their investment dollars are buying better-built, better-insulated homes. This, in turn, stimulates *your sheathing sales* and adds to *your profits*.

Only Celotex Insulating Sheathing is made from tough, interlocking, long Louisiana cane fibers (nature's long-life fibers), protected against dry rot and termite attack by the exclusive Ferox® Process. Goes up 30% faster, with up to 15% less waste. Insulates and weatherproofs. Double-waterproofed . . . no wet-weather delays.



LIFE, POST, and BH&G
pre-sell the brand name Celotex
across the country!

Through colorful full-page ads in these top-circulated magazines, the nation's home-buying and remodeling prospects are pre-sold on Celotex Products. Month after month, in 1956, LIFE, THE SATURDAY EVENING POST, and BETTER HOMES & GARDENS readers will continue to be attracted and impressed by these compelling Celotex national ad campaigns.

Cooperate with this powerful sales help. Feature genuine Celotex Products, the brand name with nationwide preference created by 35 years of national advertising.

FOR COMPLETE INFORMATION, CONTACT YOUR CELOTEX WHOLESALE DISTRIBUTOR

Feature the Brand
Builders and Architects Prefer...

It's double
waterproofed!

CELOTEX
INSULATING SHEATHING
THE CELOTEX CORPORATION
120 S. LA SALLE STREET, CHICAGO 3, ILL.

SUPPLY and DEMAND

Mortgage Terms Eased As Housing Starts Drop

As housing starts continued to drop monthly from 1954 high levels and homebuilders complained of the business-handicapping effects of July credit cutbacks, both the Federal Housing Administration and the Veterans Administration last month restored 30 years as the maximum maturity for government-backed home loans. Since July the maximum maturity had been 25 years.

However, government spokesmen pointed out that the final decision as to the terms of the loan is subject to agreement between the borrowers and private lenders. The 2% down-payment on GI home loans and the added 2% requirement on FHA-insured loans remain in effect.

Non-farm housing starts in the nation in 1955 were estimated by the U. S. Department of Labor at 1,329,900 units — only 66,100 less than for the record-breaking year of 1950, and 109,500 ahead of 1954. The figures for the last quarter still were preliminary and subject to final revision.

Only 19,000 of the starts in '55 were in public housing. A new record was set in privately-owned one-family houses.

About 29% of the housing starts were in the South; 27% in the North Central region; 24% in the West, and 20% in the Northeast.

Housing starts in December were estimated at 75,000 — down 15,600 units from December '54. This marked the fourth month that starts were less than those for '54.

Prices and Supplies To Rise This Year

Increased labor and raw material costs have inched, or soon will inch, prices of building materials up another notch.

Fir plywood prices were hiked from \$3 to \$10 by mills about the turn of the year, with most mills quoting \$90 on ¼" AD. Factors contributing to the rise were seen as production loss by the California floods, and increases in costs of logs and labor.

Cement mills generally increased their prices by 15 to 25 cents a barrel.

The shortages of steel, cement, glass, and gypsum products which slowed much construction during 1955 hold promise of giving way gradually this year due to the output of new plants and additions. New

sources of supply for all are in process of completion.

The American Iron and Steel Institute announces that its member companies will add another 15 million tons of steel-making capacity within the next three years. Steel companies will spend \$1.2 billion on new facilities this year alone.

The Gypsum Assn. has announced that the productive capacities of America's gypsum manufacturers by the end of this year will be 30% greater than last year. Gypsum product capacity this year will reach double that of 1949.

Increases in the prices of some lumber and millwork manufactured in the South seem inevitable due to the effect of the new \$1.00 minimum wage on production costs. Purchase by the government of some 25 million feet of Southern pine at an Atlanta auction last month was expected to firm up the somewhat soft prices of the winter market.

New Building Contract Records Set in '55

Contract awards for future construction in the 37 states east of the Rockies reached a new high of \$23,-745,277,000 in 1955 — 20% higher than for 1954, according to the F. W. Dodge Corp. It was the 10th successive year of new record volume, and the residential classification hurdled the 10-billion mark for the first time in Dodge Reports history.

"Striking features of the year 1955 were as follows," said Thomas S. Holden, Dodge's vice-chairman:

"In two months last spring residential contract figures went above the billion-dollar mark for the first time. In three other months early last year the contracts were quite close to the billion mark. A moderate leveling off in housing contracts and starts during the latter part of the year came about largely as a result of tightened credit.

"The sheer extent of the 20% gain in the total Dodge figure over 1954 is worthy of note. The gain of 1954 over 1953 was only 13%. Furthermore, it is also noteworthy that all three of our major classifications — residential, non-residential, and heavy engineering — showed nearly equal percentage gains over 1954; each gaining almost exactly one-fifth. The nation's 1955 construction program as a whole was a better rounded one than that of the previous year."

Southern and Southwestern states generally shared in the increased

construction activity reported by Dodge. Residential contract awards were up as follows in 1955 over '54: Louisiana and Mississippi, 27%; Southeast (Carolinas, Georgia, Florida, Alabama, and central-east Tennessee), 21%; Middle Atlantic (Maryland, Delaware, Virginia, D. C., east Pennsylvania and southern New Jersey), 28%.

Material Sales Pace Ahead in '55 Race

Sales of lumber and building material dealers in November were 10% greater than a year before, according to the U. S. Department of Commerce. For 11 months, retail material sales were 11% ahead of 1954 while all retail sales rose 9%. Only the automotive group outpaced the material suppliers.

Sales of lumber and construction material wholesalers were up just 4% in November over '54, but sales for the 11 months were 16% greater than a year before. All merchant wholesalers reported sales for 11 months up 11%.

The NRLDA survey of retail lumber stocks and sales showed lumber sales in November down 14.2% from November '54. Stocks were 0.3% less than October, but 9% greater than a year before.

120,000 Prefab Homes

The Prefabricated Home Manufacturers Institute anticipates a record production of 120,000 factory-made homes in the United States this year.

Last year the industry shipped nearly 100,000 houses. The total for '54 was 77,000.

The industry expects to supply approximately 12% of the single-family, non-farm housing starts this year. Larger homes for the luxury class will be featured by several prefab producers.

New WCLA Grades, Guide

The West Coast Lumbermen's Assn. "Where to Buy" Guide for 1956 is now available to dealers from WCLA offices at 1410 S. W. Morrison Street, Portland 5, Ore. The cover spotlights lovely models posing as the new grade names for WCLA lumber: Construction, Standard, Utility, and Economy, which become effective March 15. The guide lists mills, personnel, facilities, species, services and items offered.

TOP NEWS

For Dealers, Wholesalers and Manufacturers

"Home Improvement Year" Launched in Washington

TO ENCOURAGE citizens to modernize their homes and improve their living conditions, all factors in the industry and government are united in a nation-wide campaign which was officially launched on January 16 at a meeting in Washington, D. C. More than 500 top government, business, and labor leaders were at the luncheon meeting when Albert M. Cole, administrator of the U. S. Housing and Home Finance Agency, proclaimed 1956 as "Home Improvement Year."

"This was the pistol shot that kicked off Operation Home Improvement as U. S. industry's response to the government's desire to improve the 20 million non-slum American homes which have fallen behind the high level of comfort and livability made possible by the great changes and developments in home building and equipment since World War II.

In the "Declaration of 1956 as National Home Improvement Year," which is reproduced on this page, Cole listed the three major goals "in the complex task of housing the American people." He explained the reliance of President Eisenhower's administration on the recommendations of his "all American" Advisory Committee on Government Housing Policies and Programs in shaping legislation for the Housing Act of 1954.

Tracing the slow progress in home modernization during the new construction boom since World War II, Cole declared:

"Now we have a really fresh approach. We urge broad-scale, neighborhood-wide home improvement, not just pockets of endeavor. And instead of relying solely on the part-time efforts of well-meaning citizen groups — without whom there would be no real progress — we now rely also on the national and local business man who can find in this crusade the fulfillment of a social and economic need without jeopardizing the interests of his stockholders.

"I must at the same time remark that it is the responsibility of businessmen and lenders to be vigilant in the interests of home-owners. There is no place in this national movement for greed or careless practices. There can be no toleration of laxity in granting either conventional or government-insured loans. I urge lenders and builders alike to require identical standards in the granting of both these types of loan.

"Let me assure you that we do not expect shortages of supply, of labor, or of management because of the extension of this large effort in the

housing field. You are all aware that during the half-dozen years ahead there will be a fall-off in new family formations due to the coming of age

DECLARATION of the HOUSING ADMINISTRATOR on HOME IMPROVEMENT YEAR 1956

The President of the United States has stated that the present Administration from the outset recognized three major goals of equal importance in the complex task of housing the American people.

One goal was to provide, by private enterprise and initiative, "a modern home for every American family" that seeks and can afford to buy such a home. This is approaching achievement.

Another goal was to provide more and better housing, both by private enterprise and Government aid, for American families with low incomes. This is being increasingly accomplished.

A third goal was nationwide renewal and restoration of middle-aged dwellings in basically sound condition.

Aware of the magnitude and urgency of this need to rehabilitate our older homes, the President has expressed his desire that the Housing and Home Finance Agency stimulate our communities, the building and lending industries, and private citizens everywhere to a full and systematic achievement of "a modern home for every American."

If this objective is attained with the energy at our command, and with the crusading spirit of our people, our entire population — owners, tenants, and laboring force alike — will be enormously benefited.

Therefore, as Administrator of the Housing and Home Finance Agency, I urge the American people to join with the President and the great forces of private enterprise in concerted effort to attain nationwide improvement of our country's homes and neighborhoods.

In pursuance of our common objective, I designate 1956 Home Improvement Year.



Albert M. Cole
Administrator
Housing and Home Finance Agency

of the smaller baby crop born during the depression period of the 1930's.

"An attendant moderate drop in demand for new homes during those few years can be very profitably balanced by satisfying the demand for home improvement — and thus, without risking pressures of an inflationary character, keep fully employed the producers and suppliers of building materials, the forces of labor, and management. At the same time the building industry will be tooling up in preparation for the clearly visible new home-building boom that will get under way in the early 1960's.

"As one new and practical step to assist in the home-improvement effort, the Housing and Home Finance Agency will recommend liberalization of its procedures, through both legislation and regulations, to an extent that will bring our mortgage insurance facilities into phase with today's standards. We are also undertaking to send through the country highly-qualified teams to aid in training the personnel in all our field offices and thus expedite all qualifying applications for Federal assistance."

Cole asserted that "I believe I am safe in saying that no peace-time endeavor of the American people has ever had such assurance of universal support as this our nation-wide home improvement enterprise — a true partnership of private industry and government."

Other speakers at the luncheon meeting were Boyd Campbell, president of the Chamber of Commerce of the United States; Fritz Burns, prominent West Coast builder and realtor, and John R. Doscher, executive director of Operation Home Improvement.

According to F. Stuart Fitzpatrick, manager of the U. S. Chamber's construction and civic development department and chairman of the OHI coordinating committee, "Operation Home Improvement is potentially the biggest industry-wide promotion effort in peace-time American business." He estimates that the present annual national expenditure of about 12 billion dollars for home maintenance and improvement can be expanded 25 to 50 per cent.

At a morning panel session, officials of ACTION (the American Council to Improve Our Neighborhoods), National Assn. of Home Builders, National Assn. of Real Estate Boards, and of Cleveland's "Operation Demonstrate" told how Operation Home Improvement relates to, and will be integrated with, their rehabilitation and modernization drives.

An afternoon panel discussion disclosed the interest and plans of major trade associations and institutions for participation in OHI. Among those represented in the session were the dealers, material manufacturers, National Electrical Manufacturers Assn., Gas Appliance

Manufacturers Assn., National Retail Lumber Dealers Assn., National Electrical Contractors Assn., National Assn. of Plumbing Contractors, Federal Housing Administration, and financing institutions.

Integration at the local level was explained by the president of the Oakland, Calif., Chamber of Commerce and chairman of that city's Citizens Committee for Urban Renewal. OHI committees and community programs have already been set up there and in Seattle, Cleveland, Chicago, Los Angeles, Denver, St. Louis, Topeka, New Orleans, and Buffalo.

Lumber dealers in the Tulsa area held a kick-off banquet on January 16 for Operation Home Improvement in that district of Oklahoma. It was sponsored by the Oklahoma Lumbermen's Assn., and featured a talk by Gates Ferguson, advertising director for the Celotex Corp., on "How to Make Your Entire Organization a Sales Organization."

At the Washington meeting, the new OHI advertising and display kit for dealers, contractors, and lenders was exhibited and explained. It's available from OHI Headquarters, 10 Rockefeller Plaza, New York 20, N. Y.

It was also announced that over 600 million dollars worth of national and local advertising will be tied in with Operation Home Improvement during "'56 — the year to fix" by the nation's building material and equipment manufacturers, builders, contractors, architects, dealers, retailers, and lenders.

MOVING UP in the industry

National Security Industrial Assn.

... CARL RISHELL, director of research for the Timber Engineering Co., has been re-elected chairman of the Forest Products Advisory Committee. AMBROSE N. FREDERICKSON, vice-president and Eastern division manager of the Weyerhaeuser Sales Co., was elected vice-chairman.

Minnesota and Ontario Paper Co.

... ROBERT FAEGRE was chosen president and chief executive officer at a recent meeting of the directors of this Minneapolis firm. J. B. FAEGRE SR., president since 1950, was elevated to chairman of the board. The younger Faegre has served Mando for 17 years, the last three as executive vice-president.

Acme Steel Co.

... W. SHERIDAN HUSS is new president of the Acme Steel Products Division, succeeding John G. Bucuss who retired. Huss joined Acme in 1919 and became vice-president and general sales



JOHN H. DINEE is new hardware sales manager of the Henry Diston Division of the H. K. Porter Co., Inc., Philadelphia, Pa. He joined the saw and tool manufacturing firm in 1947. He previously was national advertising manager and sales manager for the power tool department.

manager of this division a year ago.

Housing and Home Finance Agency

... HHFA Administrator Albert M. Cole has named ANNABELLE HEATH as assistant administrator to strengthen coordination among the various constituent agencies of the HHFA.

Celotex Corp.

... New treasurer of this Chicago firm is CHOATE W. JOHNS, who has been secretary since 1945. He filled the vacancy created by the retirement of Alfred I. Schimpf on February 1. Before joining Celotex, Johns was a trust executive with a Chicago bank.

Hyster Co.

... WALTER A. ST. CLAIR has been promoted to assistant sales manager of Hyster's Eastern industrial truck division, with headquarters at the Danville, Ill., factory. Associated with Hyster for 10 years, he was most recently Mid-Central district manager.

National Association of Manufacturers

... New president and first lumberman to hold the office is COLA G. PARKER, retired president and board chairman of the Kimberly-Clark Corp., Neenah, Wis.

Sonic Specialties, Inc.

... WILLIAM GEIGER has been named vice-president of all operations of this Alhambra, Calif., firm. His duties include being in complete charge of the company's newest product, "Sonic Servant," a combination radio and home intercom system.

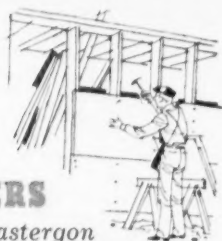
Edward Hines Lumber Co.

... FERD E. HAMMES has been appointed vice-president and general manager

Boost sales
to 3 customer groups with

PLASTERGON

Wallboards



BUILDERS

prefer Plastergon
Lockaire Asphaltic sheathing

Licorice root fibers make Plastergon's Lockaire tougher, asphaltic impregnation makes it more resistant to weather elements and termites. It saws easily, nails tightly. Plastergon's method of manufacture creates millions of air cells for the most effective insulation. Plus Plastergon benefits mean satisfied customers for your builders.

$\frac{1}{2}$ " and $2\frac{3}{4}$ " Asphaltic Board 48" wide ... 6 to 12 ft. long ...

Also V-joint panels 2' x 8',
 $2\frac{3}{4}$ " building boards.



DO-IT-YOURSELFERS

prefer Plastergon's easy-to-
work-with qualities, low cost

Because Plastergon Lockaire-Budgetaire Insulation board and wallboard costs so little and goes up so quickly, many homeowners are able to finish attics, remodel older homes now in far less time and for much less costs than planned.

Lockaire Paintcote— $\frac{1}{2}$ " insulating board. Factory painted one side, 48" wide ... 6 to 12 ft.

Budgetaire Paintcote— $\frac{5}{16}$ " insulating board. Factory painted one side, 48" wide ... 6 to 12 ft. ... bundles of 10.

Duo-tone—2 color wallboard in 6 different color combinations. Four ply ... 48" wide, 6 to 12 ft. ... bundles of 12.



DISPLAYMEN

prefer Plastergon's versatile,
wide assortment

Display work becomes easier, more effective and less expensive when display men can call on a specific board for a specific job. With Plastergon's decorative line, they can choose from $\frac{1}{10}$ " flexible Ready Bend Panels or $\frac{1}{2}$ " Lockaire Paintcote. Pre-painted or sized for spraying, flexible or rigid, cream, white or 6 duotone combinations. You'll soon be headquarters for these profitable sales.

Duotone ... **Buckskin Ready Bend** ... **Perfect-O-Cell** ... **Mammoth** ... **Economy** ... **Budgetaire Paintcote** ... **Lockaire Paintcote**



Get with the Wallboard Line that
has what ALL your customers want

PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY
P.O. BOX 40, STATION B, BUFFALO 7, N. Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370

of the wholesale lumber division of this Chicago firm. He joined Hines in 1927 and has had varied managerial experience in the retail and purchasing divisions of the firm. Hammes succeeds Peter J. McHugh, senior vice-president and a director, who retired January 1.

Reynolds Metals Co. . . . J. LOUIS REYNOLDS has been elevated from vice-president to executive vice-president, elected at a New York board meeting. He succeeded Marion M. Caskie, who retired December 31. With offices at Richmond, Va., Reynolds also is president and director of Reynolds International, Inc., and the Eskimo Pie Corp.; vice-president and director of the U. S. Foil Co., Reynolds Jamaica Mines, Ltd., and Reynolds Mining Corp.

Minnesota Paints, Inc. . . . PAUL M. HUTCHISON has been appointed to the new position of Southwest district sales manager by this Minneapolis paint manufacturer. He formerly served as trade salesman in the area. J. B. MERRITT has been appointed to the new position of sales manager in Texas for Minnesota paints. He will reside in Waco.

Adams-Rite Manufacturing Co. . . . New general sales manager of the builders hardware division is JOHN W. CERVENKA. He has been assistant to the vice-president in charge of sales of the Sunbeam Corp. of Chicago since 1950.

Building Research Institute . . . HAL C. FARRELL has joined the institute staff as assistant to the executive director. He is responsible for details involving membership campaign activity. He is working closely with Membership Committee Chairman C. H. Topping.

Pittsburgh Plate Glass Co. . . . HARRY B. HIGGINS, president since 1944, has been elevated to the chairman of the board of directors succeeding Clarence M. Brown, who retired. Brown was named honorary chairman and continues as a director. DAVID G. HILL, vice-president in charge of glass manufacturing, was elected president of the company.

Luria Building Products, Inc. . . . LAWRENCE R. GREENHAUS has joined this Bristol, Pa., manufacturer of commercial and residential aluminum windows as vice-president in charge of sales. He comes to the newly-created position from the affiliated Luria Engineering Co. of Bethlehem, Pa., designer and producer of standardized steel buildings, which he joined in 1952. For the past year he has been New York district sales manager for that firm. Before his association with Luria Engineering, he was a design engineer for Hydrocarbon Research, Inc., and Humble Oil and Refining Co.

American Cyanamid Buys Assets of Formica Co.

The Formica Co., Cincinnati, Ohio, manufacturer of plastic laminate products, and the American Cyanamid Co., New York City producer of chemicals and pharmaceuticals, have announced that Cyanamid has acquired the business and assets of Formica.

Initial plans called for Formica stockholders receiving one and three-quarters of Cyanamid stock for each Formica share outstanding.

The joint announcement also revealed plans already developed by Formica for a \$2½ million expansion program at the Evendale, Ohio, plant. This would increase sheet laminating facilities by 20 per cent.

The merging of the two organizations will provide Cyanamid with national distribution channels and can be expected to contribute to the expansion of the Formica line.

Cyanamid operates more than 40 plants in the United States and abroad. It produces thousands of products for agriculture and virtually every industry that uses chemicals.

SHC Introduces Plan for "Demountable" Houses

As a means of avoiding slum areas and declining neighborhoods in the future, builders attending the Small Home Council's 11th short course at the University of Illinois last month heard suggestions for houses that are "demountable."

Such houses would be sturdily built but constructed so that they could be dismantled and reassembled elsewhere to meet changing conditions of growing cities.

Plastic and steel-frame houses that meet such requirements are now being studied at the University of Illinois, Massachusetts Institute of Technology, and the University of Michigan.

Other highlights of the short courses included a talk by William J. Levitt, president of the firm that developed Levittowns in New York and Pennsylvania; a demonstration of steak broiled by means of heat rays from the sun; discussions on control of noise in homes built today.

Systems for panelizing interior partitions and floors were introduced in line with previous use of exterior wall panels. Both the partition and floor panels can be made on the same jig as that now used for other wall panels.

The non-load-bearing partition panels are horizontal panels consisting of 2" x 4" framing with wall-board applied to one side. Special panels are designed for partitions with door openings. The panels were

developed by Howard E. McCall, research assistant in architecture, and Professor James T. Lendrum, director of the Small Homes Council.

Four new designs for nail-glued roof trusses also were presented. They include king-post trusses primarily for simplicity and economy; a "W" truss for use over long spans, and a sloped ceiling roof frame for use in houses designed with sloping roofs.

Jobber Stocks Speed Repairs on West Coast

Ample warehouse stocks of building materials on the West Coast are helping to speed recovery from the recent severe flood damage, according to S. M. Van Kirk, general manager of the National Building Material Distributors Assn.

Sufficient board-type materials were on hand in distributors' warehouses in the flood areas to make substantial repairs to 75,000 homes, Van Kirk reported. He estimated that supplies of roofing and other materials were sufficient for immediate repair of between 7,500 and 10,000 homes.

"The ready availability of supplies in distributors' warehouses is of primary importance in such disasters as this," he said. "Weeks or even months might be lost if rebuilding had to wait on the ordering and shipping of materials from manufacturers' plants, most of which are far from the stricken areas."

"Retailers' stocks are inadequate to fill such a sudden, emergency demand as this."

Community Forests Add Beauty and Revenue

There are nearly 3,100 communities in 46 states that have found forests profitable to own, according to a recent issue of *Town Journal*. These forests cover about 4½ million acres and are increasing at the rate of 100 a year. They range from a five-acre school forest in Arkansas to Seattle's 67,000-acre forest watershed in the Cascade Mountains.

In Arkansas a lumberman deeded 5- to 20-acre parcels of land, and the pine seedlings to plant them, to each of the 15 schools in Nevada county. Eleven years later one school netted \$352 from over-crowded trees and bought new school equipment.

In Macon, Ga., a Masonic lodge started a 236-acre forest for the local Boy Scout council 30 years ago. Today the income supports Macon's Scout activities and beautifies the city.

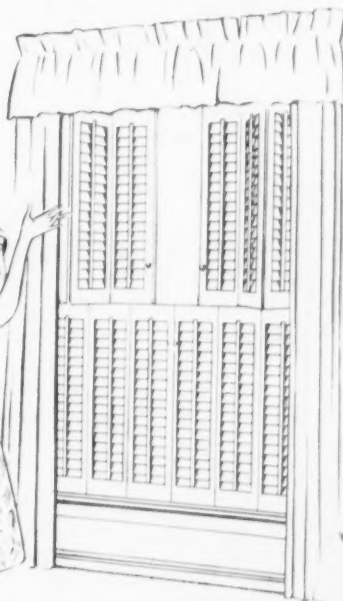
Half of the nation's community forests are in Wisconsin.

**NEW
PROFITS**
on a "hot" item
in big demand

Wing-Line Fit 'n' Finish MOVEABLE — INTERIOR SHUTTERS

NOW . . . tap this big market for Shutters
HIGH PROFIT! NO LARGE INVENTORY!

NINETY percent of the BIG DEMAND for Shutters can be filled from only a small number of *BASIC SIZES* of Wing-Line Fit 'n' Finish Shutter panels. They can be carried in stock — with a very low inventory for immediate delivery — or special ordered for the job. Easy-to-follow installation instructions are provided. Sales display and dealer advertising materials are also available.



ESTABLISHED
1924

For the finest in Custom-Fitted **SHUTTERS** order "WING-CRAFT" Decorative Interior **SHUTTERS**.

A TOP QUALITY ITEM

Wing-Line Fit 'n' Finish Shutters are precision made from fine quality seasoned pine. They come assembled and sanded, ready to be fitted and stained or painted. Joints are tightly fitted with invisible glued hardwood double dowels. Rails and stiles have graceful milled edges.

Write for
CATALOG NO. 156
containing price
list, panel selector
chart and other
valuable information. **FREE . . .** no
obligation.



Wing-Line Fit 'n' Finish SHUTTERS

The Sam A. Wing Company, Inc.

5035 Willis Ave. P. O. Box 4745 Dallas 6, Texas
Phone TAYlor 5145

- VENETIAN BLINDS
- FLEXALUM DRAW DRAPERIES
- BELMAR BASSWOOD SHADES and DRAPES

THE SAM A. WING CO., INC.
P. O. Box 4745, Dallas, Texas

Please send me information about Fit 'n' Finish Shutters.

Firm _____

Address _____

City _____

State _____

By _____

SHN-2

HOMES IN THE SOUTH



*need
the
protection
of*



CLAY PRODUCTS



Your homes need the protection of clay—and so do you. Clay Products guard against trouble in all three stages of home development . . . designing, construction, and actual occupancy. When you specify Clay Pipe, Flue Lining, and Wall Coving, you have no trouble with the design, because you can count on uniformity and accurate dimensions. Your contractor has no trouble keeping construction on schedule, because Clay Products are readily available everywhere. And the eventual owner has no trouble with his building sewers, walls, or chimney, because the Clay Products that guard these vital structures *never wear out*. Clay Products are now better than ever before—stronger and far more attractive. Specify them for every home you design!

Vitrified

O C O N E E

CLAY PRODUCTS COMPANY

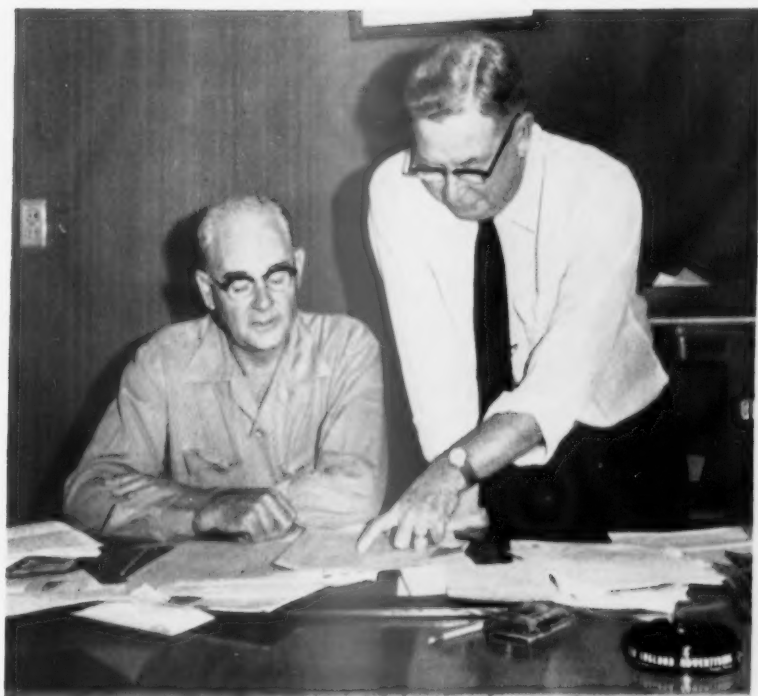
MILLEDGEVILLE, GEORGIA



C-353-4A

FEBRUARY, 1956

Sales costs, profits, inventory conditions, and other facts are readily compiled from the new Sales Distribution Journal of the Edwards Sash, Door and Lumber Company, which is explained in this article. At right, E. E. Rosborough, company secretary, points out an important item in the financial statement to B. F. Edwards, president of this Tampa firm.



Controlling Costs and Profits With a Sales Distribution Journal

By C. E. Wright

✦ When the easy profits of the post-war boom began to turn into red ink in the more highly competitive markets which developed in 1954, the Edwards Sash, Door and Lumber Company in Tampa, Florida, decided on two drastic moves.

First, it made a complete change in its accounting system so that it would have a day-to-day record of its business in all classifications.

Second, it started a revamping of its store so that every piece of merchandise carried in stock could be prominently displayed, to speed sales for customers and personnel.

"If we were handling just one product — say shoes — the problem of checking our business condition would have been greatly simplified," explained B. F. Edwards, president. "But, like every other building supply dealer, we have a multitude of items from hardware to lumber. When our

profits began to dwindle, we just couldn't put our finger on the spots that needed plugging up."

The Edwards building supply company had three independent audits made in an effort to segregate the unprofitable from the profitable items, but these audits did not tell the whole story. What they did, however, was to convince the company that it would have to dig deeper to get information it wanted and to put the company on a better paying basis.

In January, 1954, Edwards brought into the business a certified public accountant from Atlanta, E. E. Rosborough. He serves as company secretary, credit manager, and systematizer.

When Rosborough joined the firm, the business was divided into four departments — hardware, paint, millwork, lumber and all other building materials. But with so many different items in these broad categories, it was difficult to figure the gross profit for any department.

So, as an experiment, there was further departmentalization into eight classifications. These include Lumber; Miscellaneous Building Materials (stock doors and windows, metal lath, nails, etc.); Hardware; Special Millwork; Plywood and Gypsum Products; Roofing; Masonry Materials; Paint.

The next step was adoption of a Sales Distribution Journal. It consists of 15x22-inch sheets on which are listed each day's sales by departments and by salesmen. Eight letters were selected as code letters for the various departments. The journal sheet also contains ruled columns for the invoice number, amount of invoice, whether cash or charge, sales tax, general ledger account number, and a final column for debits and credits. All items are totaled at the bottom and added to totals forwarded, to get totals to date.

All sales are entered on translucent paper in a Standard Register. Copies go to the bookkeeping department for ledger posting and for

entering on to the daily Sales Distribution Journal. This departmentalized record-keeping has resulted in adequate records of salesmen's results and expenses, better control of profit and loss, greater inventory control, and quick determination of which merchandise lines need sales attention.

Salesmen's Records

Shortly after the original system had been put into effect, the Sales Distribution Journal sheets were adapted to keeping a record of each salesman's sales and the departments from which he sold. It can be told at a glance whether a salesman is running heavily in the low-profit items, where his gross volume might be large but the profit small, or whether he is getting his share of the higher-profit sales.

At the end of each month, every salesman's cost of selling is computed against his salary (and expenses if an outside salesman), on the basis of industry cost figures compiled by the University of Tennessee for the Florida Lumber and Millwork Association.

Over a certain period, three outside salesmen had costs (not including automobile) of \$2.39, \$3.50, and \$3.64 per \$100 of sales. Another outside salesman had a selling cost of \$28.98 per \$100 — and he is no longer with the company.

Typical costs per \$100 of sales for inside salesmen during the same period were: \$2.20, \$2.23, \$2.62, \$4.18, and \$5.54. "There is no guesswork here," Rosborough said. "It's easy to see whether a salesman is profitable to the company. This record is also a good guide as to whether a salesman is earning an increase in salary."

Profit and Loss

Also at the end of every month, the Edwards company knows what profits it is making and in which classifications or departments. At the same time it quickly discovers any losses and, by its wider departmentalization, is able to pin them down where they belong. As

an example of the results of this business detection method, take the millwork department.

"At one time," said President Edwards, "we were going all over the state to get millwork jobs. Many were highly competitive. Our profit, when there was any, was not commensurate with our large volume. We decided to stay nearer home and be more selective in our jobs, and to be sure we were making a profit.

"We have cut down our working force to the more efficient workmen and, surprisingly, our sales are up 25 per cent and our profits have increased. We do only architectural millwork, and we take only those jobs on which we know we can make a profit. We have put our millwork department on a sound, substantial basis. And now we are going to add some production items for which we know we will have a steady sale."

Inventory Control

The sales distribution analysis also gives the company a close approximation of its inventory position on all items at all times. As the company carries in its warehouses about \$40,000 worth of hardware, \$20,000 worth of paint, and substantial stocks of other materials, inventory control is most vital to success.

"From our sales records, we are able to tell within 1 per cent what our actual physical inventory posi-

tion is in every category," explained Rosborough. "Without this record we wouldn't be able to make even an intelligent guess."

Sales Promotion

The sales distribution figures also quickly reveal a sales slump in any particular item, and they detect slow movers. If a drop in sales or an over-stock of an item can not be explained by a seasonal trend or other equally understandable situation, the figures flash a red light within a week or two that something else is wrong. Possibly a greater sales effort is needed.

If inventory turnover is not sufficient, something is done — either to increase sales or to reduce inventory.

Other by-products of this new accounting system are to eliminate pilferage through a more accurate check on stock withdrawals — and to eliminate losses on "buy-outs." The latter sometimes had amounted to 15 or 20 per cent on items which had not been priced properly. Now a sales slip is not priced until an invoice for the goods has been received from the supplying dealer.

The new accounting system has been extended to cover truck operation, so that the company knows exactly what it costs to operate each truck.

One of the biggest helps in the smooth and economical working of (See CONTROLLING COSTS page 46)

On this modern duplicating machine, the bookkeeper and other employees of the Edwards Sash, Door and Lumber Company copy quickly sales tickets, price sheets, circular letters, office forms, and other forms. It is also used economically for machine billing.



Located on valuable land in New Orleans, the new warehouse of the Markel Lumber Company was designed to store a maximum of lumber in a minimum of space. Lumber is stored in either bins or bundles up to 18 feet high. Loading and unloading is by fork-lift truck. Owner Norbert Markel is seen below pointing to the high bins. Steel-framed and roof brick building has all-concrete floor for truck efficiency. Most lumber sold by the Markel firm arrives at the warehouse by trailer truck, already strapped and bundled.

Lumber Warehouse Saves Time, Space, Money

✦ "By scientifically designing our new warehouse set-up, we not only are able to store more lumber in less space, but we handle it more expeditiously and at considerably less cost," asserts Robert Markel Sr., founder of the Markel Lumber Company at 1411 South Rendon Street in New Orleans, Louisiana.

Markel, who retired from the

operative part of the business three years ago, will celebrate half a century in business this July.

In 1952 his son, Norbert, assumed ownership of the lumber and building material end of the business. Another son, Merlin R. Markel, now runs Markel Industries, which include a millwork plant and manufacturing facilities

for producing aluminum windows and screen.

In planning and building their new warehouse last year, the Markels faced the problem of obtaining maximum use of valuable, high-cost land. Explains Norbert Markel:

"We're located almost at the junction of two thoroughfares which carry heavy uptown-downtown traffic. Consequently, our site is valuable for consumer businesses and quite expensive for storage. But out of my father's 50 years of lumber experience and from observation and adaptation of ideas that worked in the lumber or other fields, we worked out a plan. Its success may be gauged from one statistic.

"One Markel warehouse contains a floor space of 14,000 square feet. In it we efficiently store 500,000 feet of lumber.

"With the aid of a fork-lift truck, a large trailer can be unloaded in less than an hour by only two men."

The Markels own and operate a Clark fork-lift truck. Its capacity



is 4,000 pounds. It can lift lumber to 16 feet and is used for loading the upper bins as well as the delivery truck.

Norbert W. Markel designed the storage bins and cat-walk platforms operated on the tracks, which contribute so much to the efficient handling of materials throughout the plant.

The Markel building is steel framed with steel roofing. Fiberglass panels in it transmit natural light. The walls are of brick and the floor of concrete. Wood bins were designed to accommodate a balanced lumber stock.

By arrangement with the lumber mills, shipments are steel-strapped in bundles ready for mechanized unloading in the Markel warehouse. The trailer is shunted along the "line" and the fork-lift unloads first one side of the trailer and then the other. The strapped bundles are separated by 3x4s.

Another feature of the warehouse that contributes to making best use of every square foot of storage space is the driveways of varying widths. These serve bins

of varying depths. One driveway is only 14 feet wide, one is 18 feet wide, and a third 22 feet wide. The bins are of corresponding lengths. Those from one driveway dovetail into those of the next.

The purpose of this arrangement is to minimize waste space in bins that hold short lengths. "We even have bins for four-foot and six-foot lumber, which back up to bins containing 26' and 28' lengths, with no waste space," Markel explained.

"We utilize a great number of small bin divisions and even store nearly all of our finish lumber according to lengths."

Markel had five rolling platforms built and installed on the cat-walk platforms for handling lumber on the higher levels, to reach the bins up to 18 feet high. These are pushed on a monorail easily by hand.

One man standing on either of two decks on the platform can easily reach the top storage levels. A guard rail protects workers from falling and facilitates handling of lumber to and from truck below.

Stock in the Markel warehouses

is easily found and checked by means of a special tag system. The tags are of different colors to denote different grades. The lumber tags button on 6d common galvanized nails arranged in continuous rows beneath all bins, identifying the contents.

A white tag is for No. 1 lumber.

A green tag is for No. 2.

A blue tag marks C-grade.

A red tag indicates that the lumber is grade-marked.

Orange tags have the lengths printed on them. One is hung next to each grade-identifying tag.

Supplies of the tags are kept handy in each warehouse section to facilitate marking of bins and areas.

This tag system permits a salesman on the ground floor to readily determine sizes, quantities, and grades of lumber in stock.

The system also facilitates inventory checking for re-ordering of lumber.

"Our new warehouse permits us to give quicker service and keeps our handling costs down for greater profit and more competitive selling," explains Norbert Markel.

"It keeps our stock safe so we can assure customers good quality, clean, dry lumber."



The portable platform in use at left speeds handling of lumber in and out of upper bins. It is easily moved on monorails. High guard keeps worker from falling and serves as tandem bar for passing lumber up or down to truck. Markel devised this materials-handling unit and also a stock-marking system. Different-colored tags are hung on nails in front of bins to identify the grade. A number on an orange card indicates the lumber length. As shown above, a supply of these tags is kept handy in each warehouse section. They expedite filling orders and checking inventory.

Boosts Store-Wide Volume By Specializing in Doors

✦ **Specialize in one line**, study the line until you speak with authority thereon, and be a source of supply in keeping with your reputation; then people will come to you and you have better prospects of increasing volume on other items.

This theory has been successfully applied by a Southern lumber dealer, who prefers anonymity. He specializes in doors—not flush doors, but panel doors which, he says, gives a residential structure the traditional styling that is now enjoying a renaissance. His overall volume has increased substantially in the 30 months since he began this specialization.

This door specialist features doors in his display windows. His salesroom is monopolized by a mass display of doors. Some doors in lively demand are stacked almost to the ceiling. His estimate is that his salesroom contains not less than three dozen different types of doors, and a total of no less than 350 doors.

This dealer has been instrumental in his territory for reviving use of the colonial door. He now handles 100 different types of panel doors, in addition to a big line of flush doors.

This dealer became an authority on doors through study and by

traveling and observing the styling in regions of the Southeast where dwellings of another architectural era still face the world with their dignity and colonial doors. He has even designed — and had made to order—doors for special styling and uses.

He has become such a specialist that he has his own catalog, produced and distributed on a limited basis, largely to architects. He has developed the door business to the point where doors are identified entirely by his own name and number, such as Blank No. 7 and Blank No. 63. In this there is a definite advantage.

For illustration, a builder, who is not a regular customer of the Blank yard, is puzzled by the architect's specifications, which call for doors of a number of types, identified only by the Blank name and number. The builder takes his door schedule to a competitive yard, where sales personnel is equally puzzled. Chances are the competitive yard does not stock such doors, even if they were recognizable. So the only thing for the builder to do is get the doors from the Blank yard at the conventional discount.

This dealer does not recommend that any other dealer plunge im-

mediately into specialization in doors, for he might be doing so blindly. He thinks other lines could be singled out for specialization, with the same results in producing yard-wide volume.

Location is a highly important factor in arriving at a decision on the line to emphasize, this dealer points out. Panel doors, for example, are a luxury line in the more elaborate and quality styles, because they are expensive. This line is for the silk-stocking trade and would hardly prove worth while in anything but a metropolitan area. Even there, if the business were divided among two or more dealers, specialization would be wasted for there would not be enough business for two or more. However, the margin of profit is probably better than in other material lines, provided there is not too much competition.

In practice, selling doors is about like specialized selling in any other line of materials. One outside salesman spends all his time calling on architects and builders. The rest of the sales impetus is provided by display.

The latter is especially true where the home-owner has limited or no knowledge of doors. In such cases the architect or builder has a convenient device for selling the doors specified. He says to the home-owner:

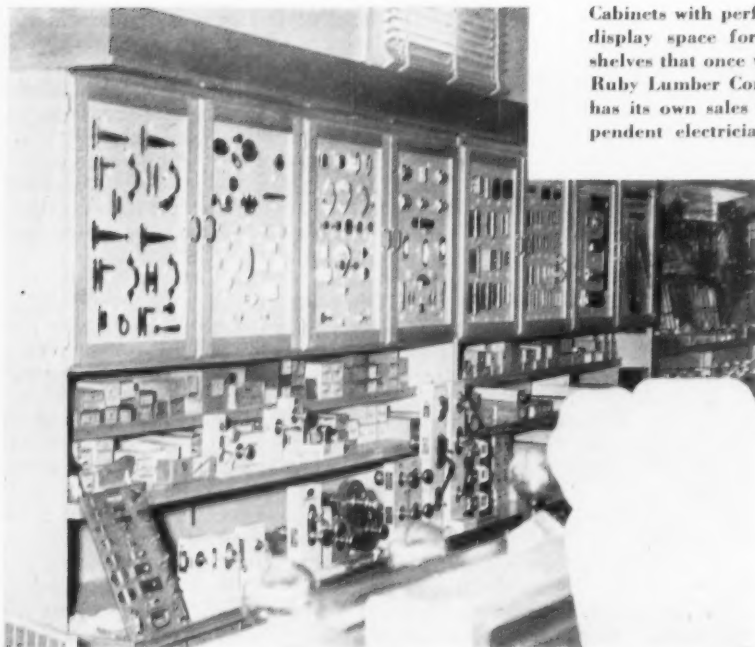
"All of these doors are stocked by the Blank Lumber Company. Let's go over there and you can see exactly what these doors look like."

(See FEATURES DOORS page 48)



Among the popular types of panel wood doors today are those shown at left. They include an eight-panel entrance door, louver, and "Picture Panel" decorator door. By swinging them from a metal wall rack, as shown at right, many dealers now display a variety of wood doors in small space.





Cabinets with perforated hardboard doors provide storage and display space for numerous hardware items. Unit replaced shelves that once went to ceiling, served by rolling ladder. The Ruby Lumber Company's electrical department, shown below, has its own sales counter and staff, who cooperate with independent electricians to provide complete jobs to customers.

By L. H. Hauck

✦ Within five months after the 85-year-old Ruby Lumber Company in Madisonville, Kentucky, occupied its remodeled plant, sales volume jumped up 18.7 per cent.

A major supplier of lumber and building materials in western Kentucky, the Ruby firm's expansion was complicated by the necessity for keeping its big-volume business rolling at a normal pace while alterations transformed the interior of the building it had occupied for 49 years.

In an effort to provide even

Remodeled Store Spotlights Plumbing and Electrical Equipment



greater services to customers than usual, the Ruby firm does a big business in electrical and plumbing supplies.

During 1955, the sales volume in the electrical department amounted to more than \$150,000. The plumbing department boasted more than \$50,000 in gross sales.

Careful not to compete with local contractors, the firm does not employ a full-time electrician. But working with electricians in the Madisonville area, the firm arranges for complete electrical jobs when the customer prefers and it helps arrange financing through regular finance companies.

Several employees devote most of their time to selling electrical merchandise — to contractors and others. The electrical department is located on the main sales floor and has its own sales counter, near displays of electrical equipment and fixtures.

The electrical and plumbing departments of the Ruby Lumber Co. are operated jointly, although records are kept separately for accounting purposes. The company does employ a full-time service man.

The Ruby Lumber Co. maintains one of the largest stocks of lumber, paints, builders hardware, tile, brick and other masonry products, and millwork in Kentucky.

It operates its own planing mill adjacent to the main store building.

It has its own concrete block plant, where it makes a variety of block sizes as well as a large line of pre-cast concrete products. One of the most popular is a septic tank. The concrete department promotes ready-mix concrete and has four large modern transit mixer trucks.

While the previous lines were varied to an unusual degree, Ruby management added even more after the remodeling. The Do-It-Yourself department was expanded and now includes power tools and aluminum components. Another new line is garden tools, including hand and power lawn mowers.

The main switch in merchandising methods that came with modernization was summed up by one employee: "With the old fixtures, customers had to know what they wanted and ask for it. And a clerk had to know where it was and roll a ladder up to it. Now they can see what they want and a lot of other things they would like to have that they didn't know they wanted until displays reminded



them. Customers now can wait on themselves to a large degree, if they so desire."

John Casner, general manager and Ruby partner, declared that "our objective — a complete building and home supply department store — has been reached. We have the widest range of building materials in western Kentucky."

In remodeling the old building, two main partitions were removed to provide an open space 158 feet long by 37 feet wide. Some 5,846 square feet of floor space now is

devoted to selling. There are three entrance doors and an extensive parking lot.
(See REMODELED STORE page 46)

The Ruby firm stocks and promotes major and small appliances and sinks. The "Sink Center" contains several styles of sinks and kitchen cabinet combinations and serves as a general kitchen planning center. Photo on cover shows model bathrooms on sales floor, used to promote plumbing fixture sales.





Split-Level Provides Privacy for All

✦ **Sleeping, living, and work areas** are completely separated in this practical split-level plan. The upper and middle levels have 1,434 square feet. The basement work and storage space and garage have 759 square feet.

The two baths serving the sleeping area are adjacent to the kitchen, cutting down on plumbing installation costs.

Any housewife who must do a lot of cooking will love the kitchen. The cooking area is compact — with stove and refrigerator planned within convenient reach of the double sink. The opposite corner of the kitchen could take a table for informal dining or provide play

space for small children while mother works.

A separate dining room adds to gracious living.

The room behind the garage on the lower level would make an excellent utility room, reached by descending several stairs from the kitchen.

Sliding doors for the large bedroom closets insure maximum use of space.

Variety is provided in the front elevation by combining a hip roof with the gabled section extending over most of the house. The horizontal lines of the siding are accented by the lines of awning windows. These windows are used

throughout except for one casement window in the basement.

The house pictured here was built with redwood siding, protected with a clear coating to preserve the natural red shade. The roof is light gray, and door and ornamental trim are white.

Plans in this series can be obtained for \$10 for the first set, \$5 for the second set, or five sets with specifications and material lists for \$25. Write Home Plans Editor, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 5, Ga.





No. 2 in series on sale and use of Lumber Species

The versatility and beauty of Southern pine for plank and beam construction in modern homes are quite evident in this photo of an Atlanta, Ga., residence. The fiber-glass panel partition and corktile floor add modern touches. Clerestory windows break ceiling height, add light.

Where to Use Southern Pine in Modern House Construction

By John M. Collier

† The fathers of our country were prompt to recognize the abundance of Southern pine and its value as a construction material. As early as 1608, Captain John Smith advised the Virginia Company that the "countrey is overgrowne with pyne." Shipments of pine abroad followed soon thereafter, one of the first uses being as ship masts for warring navies. At home, many an Indian arrow was turned aside by Southern pine logs which built the pioneers' stockades.

Eighteenth and Nineteenth Century builders were responsible for the discovery of the aesthetic qualities of Southern pine, and much romanticism has been attached to its use in two separate eras of architecture. The colonial

period, 1700 to 1800, was symbolized by the lovely homes along the Atlantic seaboard from Virginia to Massachusetts. During the antebellum days of the deep South, from Georgia and the Carolinas across into Southern Louisiana, the

The Jaycee White House in Tulsa, Okla., temporary home of the president of the U. S. Junior Chamber of Commerce, is built largely of Southern pine lumber. The exterior at right features Southern pine siding alternated with solid stone. Oriental touch is created by convergence of Southern pine beams and rafters. Side roof overhang is established by extension of wood roof deck. President Hugh McKenna plays with his children here. In photo on cover he confers with wife in paneled dining room.



cotton and sugar planters of the 1840's and 50's built spacious homes.

Since John Smith's report in 1608, the Southern pine forests have yielded about one trillion feet of lumber — far more than any other wood species. Today, Southern pine provides fully one-fourth of the nation's lumber requirements.

In recent years, a once unfavorable ratio of growth to harvest has been reversed. The Southern pine forests have been so improved that the margin of growth over cut is nearly three to two, even though the harvest for lumber has been heavy.

The name Southern pine is applied generally to several members of the pine family, including longleaf, slash, shortleaf, and loblolly. The primary producing states are Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North and South Carolina, Oklahoma, Tennessee, Texas, and Virginia. There is some production in Maryland and Missouri.

The U. S. Department of Agriculture rates Southern pine ahead of other structural species in physical qualities such as bending strength and hardness. It is also one of the stiffest of the commercially available woods.

"Versatile" and "beautiful" describe the adaptability of Southern pine lumber to modern architecture. A Southern pine plank and beam ceiling is not only desirable

because the wood is strong; it is also recommended because the wood's striking texture and rich color add charm to any living room or family recreation area. By the same token, Southern pine will satisfy the most meticulous interior decorator, and, at the other extreme, the crate maker, who is concerned primarily with the toughness of his boxes.

Southern pine lumber is superior for house framing and well adapted to the current trend toward exposure of structural parts and concentration of support on fewer parts.

The considerable amounts of Southern pine consumed for heavy timber construction of churches, schools, factories, railroad buildings, etc., and for many industrial uses, complete the picture of versatility.

The superior strength of Southern pine, its beauty and workability well suit it for such major structural uses as plank and beam construction, roof trusses, heavy and light framing, roof decking, and built-up girders.

Southern pine dimension of two-inch nominal thickness covers a wide range. The No. 1 and No. 2 grades of Southern pine dimension both are high-quality products. In each case, seasoning requirements are the same, while coarse texture stock is eliminated by the requirement of at least four annual growth rings per inch.

No. 2 dimension is highly recommended



One of many interesting patterns and finishes now available in Southern pine paneling is shown above. The blond effect is obtained by use of one coat of white penetrating sealer and two coats of water white brushing lacquer finish. Factory directions should be closely followed. Southern pine paneling should be kiln-dried to a maximum moisture content of 12 per cent —and protected against moisture until installed.

commended for light framing, which includes joists, rafters, and studs. While the limitation on defects is not as severe as for No. 1, the No. 2 grade is still of sufficient quality to meet the stiff strength and rigidity requirements set for the popular plank and beam system, which places a premium on the structural integrity of its component parts.

No. 1 Southern pine dimension is recommended when good appearance is a major factor or when higher stresses are involved. In plank and beam construction, No. 1 (See SOUTHERN PINE page 85)



To protect and help merchandise Southern pine interior wall paneling, the Bradley Lumber Co. jointly developed with a Pennsylvania wholesaler a neat packaging system. The packages are cartoned at each end and strapped, making handling easy by hand or lift truck. The paneling is square-trimmed and the ends are waxed. The face is satin-sanded to receive any color rubbed paint.

Here's how United States Steel is helping you promote the sale of pressure-creosoted wood!

By a consistent advertising program in leading farm magazines.

Through the use of testimonial-type advertisements United States Steel keeps reminding your farmer-customers about the advantages of pressure-creosoted wood and fence posts. This campaign, which appears in a number of leading farm papers, is seen by a diversified group of farmers every month.

By supplying farmers with free literature on wood for farm use.

Many helpful suggestions on fencing, field and pasture layout, and pole frame construction are covered in these three booklets, "Fence Planning Saves," "Fences That Pay" and "Build and Save with Pressure-Creosoted Wood on Your Farm." In addition they stress the importance of using pressure-creosoted wood for all types of fencing and other wooden farm structures.

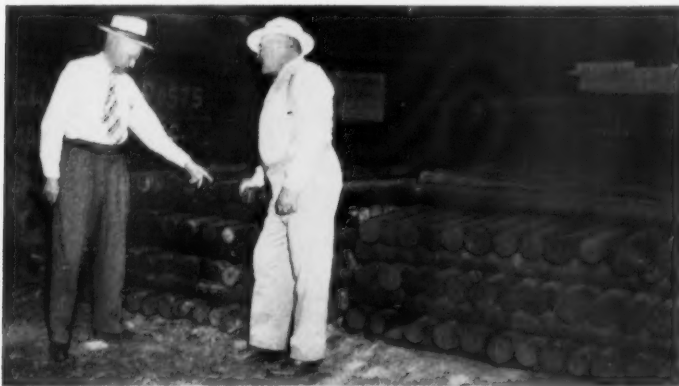
By providing you with information on plans for pressure-creosoted farm and ranch structures.

By making available to you free newspaper mats on pressure-creosoted wood.

To help you reach your local farm and ranch market, United States Steel has prepared a variety of newspaper mats on the use of various kinds of pressure-creosoted wood. They are available free for your own use and can readily be used in the local newspaper over your own signature. We will be happy to give you more information about these free mats.

By showing you how other lumber dealers built successful businesses on pressure-creosoted wood.

Mr. W. H. Adams, Adams Lumber Company, Grant, Nebraska, has been in the lumber business for 50 years. During that time he has been successful in selling pressure-creosoted materials by convincing his customers of the long life of such products. "I recognize that a creosoted fence post is a superior product. I know of nothing better . . . it is one that I can guarantee; consequently, I do not have any difficulty selling it to our customers. They'll buy it on my say-so and because their neighbors have been getting twenty-thirty years of life from the ones they have bought."



Agricultural Extension Section
United States Steel Corporation
525 William Penn Place, Pittsburgh 30, Pa.

Please send me information on your merchandising program for pressure-creosoted products and the name of treaters.

Name

Address

City State

UNITED STATES STEEL



Again this
brand name on
← lumber brings dealers...
↓

More help for

1 SELL MORE PANELING

A complete new full-color section on Weyerhaeuser 4-Square paneling has been added to the 4-Square Building Services to help dealers make extra profits in this valuable market. Material is also offered in booklet form.



2 SELL MORE SIDING

A second full-color section for addition to dealers' Service portfolios will help close sales on sidings and shingles for new homes and old homes. This material, too, is offered in booklet form for distribution to prospects.



3 SELL MORE FENCES

Sell large quantities of many lumber items—especially shorts—by featuring the modern fence designs in this new section which has been added to the 4-Square Building Services. Fence designs are reprinted in small folder.



The expanded Weyerhaeuser 4-Square Building Services are featured in national advertising

Broader national advertising in America's leading magazines features Weyerhaeuser 4-Square Lumber Dealers as sources of helpful plans, ideas, and materials—headquarters for building and for remodeling. The expanded Services are now active factors in selling specific Weyerhaeuser 4-Square Lumber products for new construction and for modernization.



selling more markets

SELL MORE KITCHEN REMODELING

4 The important home modernization market offers excellent profits on lumber, plywood, wood cabinets, accessories, and related items. Dealers can locate prospects and close sales by featuring this beautiful new section in the Services.



These four new product sections with new selling ideas are included in both services



Ask your Weyerhaeuser District Representative for full details on the expanded 4-Square Building Services—or write us.



Weyerhaeuser Sales Company

ST. PAUL 1, MINNESOTA

PRODUCT PARADE

ALUMINUM FRAMES, TRIM

The Loxgreen Co., Dept. SBS, P. O. Box 5133, Columbia, S. C., announces two additions to its line of aluminum products.

Loxtrim aluminum mouldings are available in cold roll-formed and extruded forms in a wide variety of shapes.

The Loxframe line of all-aluminum frame screens include sizes for any type of window or opening. They are available with standard aluminum screen cloth or with Kaiser aluminum shade screening.

Write for P41. Use coupon below.

IMPROVED DOOR FRAMES

A recent advance in door-frame design is slashing time and labor costs for builders, according to the Silcrest Co., Dept. SBS, Wausau, Wis.

Crestline weatherstripped door frames eliminate the time-consuming operation of weatherstripping entrance doors. Frames are shipped knocked down with aluminum weatherstripping already installed in the head and jambs. The frames are made in sizes to fit all standard openings.

Write for P42. Use coupon below.

TRANSLUCENT PANELS

The Alsynite Co. of America, Dept. SBS, 4654 De Soto Street, San Diego 9, Calif., has announced two addi-



tions to its line of fiber-glass-reinforced translucent plastic panels.

The "Fiesta" line, available in eight colors for residential use, is made with a new heat-blocking formula to add insulation value and has an "Armor Plate" surface for lasting beauty.

The "Industry" panels have the same protective surface, plus new color stability and equalized light transmission. They are designed more for industrial use.

Write for P43. Use coupon below.

ALL-PURPOSE PLYWOOD

A series of "torture" tests of the paint grade of GP Green, the plastic-surfaced plywood, reveal that it is suited to interior or exterior use regardless of any conditions. Tests

were made by the manufacturer, the Georgia-Pacific Plywood Co., Dept. SBS, 270 Park Avenue, New York 17, N. Y.

Panels were soaked in vats of water, placed in steam chambers at 212 degrees F, and removed immediately to a refrigerator and below freezing temperature. After this cycle was repeated six times, panels showed no signs of wear or weakening.

Write for P44. Use coupon below.

RADIANT WALL HEATERS

Trade-Wind Motorfans, Inc., Dept. SBS, 7755 Paramount Boulevard, Rivera, Calif., manufacturers of ventilators, announce a line of radiant wall insert heaters.

The heaters have been designed to combine both radiant and convection heating. A multi-louvered grille gives unobstructed radiant heat and at the same time accelerates convection.

The Trade-Wind heaters come in two sizes — 45" high by 6¾" wide, and 15" high by 10¼" wide, with thermostatic control.

Write for P45. Use coupon below.

FIREPLACE DAMPER

A universal damper for unusual fireplaces, such as those in corners, is announced by Bennett-Ireland, Inc., Dept. SBS, Norwich, N. Y.

This Beneform damper eliminates the need for specially-engineered construction and adapts itself to

Please send more details of new products for which numbers are circled below.

FEBRUARY, 1956

P41	P42	P43	P44	P45	P46	P47	P48	P49	P50
P51	P52	P53	P54	P55	P56	P57	P58	P59	P60
P61	P62	P63	P64	P65	P66	P67	P68	P69	P70
P71	P72								

Fill in this coupon,

cut it out and mail to

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.

Atlanta 5, Ga.

Name _____
(Print Plainly)

Company _____

Address _____

City & State _____

Title _____

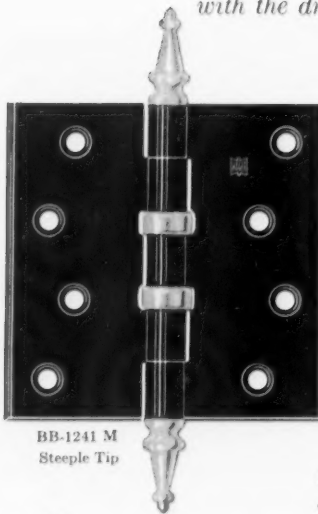
In 1954....Luma-Sheen!

In 1955....the All American!...

and now...

THE HAGER *Manhattan*

the sophisticated high-fashion hinge
with the dramatic 1960 **BLACK 'N' BRASS LOOK!**



BB-1241 M
Steeple Tip

HAGER
Manhattan Finish
available on all
Butt Hinge
Classes and Sizes.



It's newer than tomorrow... years ahead of its time! The *Hager Manhattan* is a completely different looking finish, so advanced in style that it brings to the hinge industry a new, architectural, functional concept never before dared... or even dreamed possible... in 100 years of hinge manufacture.

The new *Hager Manhattan* is designed specifically for the architect or builder who has searched *until now* for a hinge to give the final perfect fillip to the product of his creative skill. Here is modern hinge art, design and color that opens new vistas for hinge decor in modern architecture.

In superb Black 'N' Brass, the *Hager Manhattan* is *another* bright, new Hager finish to electrify the hinge world. Include it in your plans. Specify finish symbol-M—the *Hager Manhattan*... the hinge of distinction—for contemporary homes and decor.



C. HAGER & SONS HINGE MANUFACTURING COMPANY • ST. LOUIS 4, MISSOURI

various types of fireplace and floor-plan requirements. It allows a flue tile size that can be varied in proportion to size and area of the fireplace opening to avoid either weak or excessive draft. The Beneform also permits chimney stack location either directly above the fireplace or in eight off-set positions. It comes in six sizes.

Write for P46. Use coupon page 32.

PLASTIC DRAIN PIPE

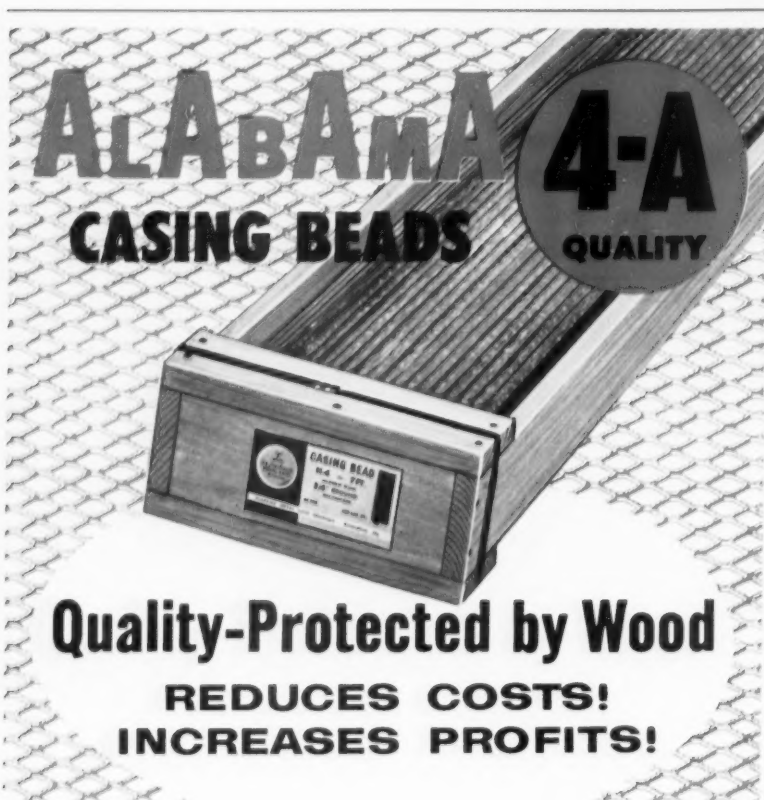
Carlton "D" plastic sewer and drain pipe is so light in weight that 10 feet of 4" pipe weighs only 14½

pounds. One man can install 100 feet of Carlton pipe in 40 minutes, according to the manufacturer, the Carlton Products Corp., Dept. SBS, 10225 Meech Avenue, Cleveland 5, Ohio.

An important characteristic of Carlton "D" pipe is that it can be compressed to 75 per cent of its normal diameter and still return to its original form. It is installed with only a saw and a can of quick-setting cement.

Its inability to absorb water and its smooth interior walls are said to make a Carlton "D" pipe system last indefinitely.

Write for P47. Use coupon page 32.



ALABAMA CASING BEADS

4-A QUALITY

Quality-Protected by Wood

REDUCES COSTS!

INCREASES PROFITS!

AlAbAmA uses wood packaging—like the casing bead package shown above. This guarantees that AlAbAmA products always reach you in their original perfect condition.

AlAbAmA's exclusive packaging also reduces warehouse costs. Stacks

higher to conserve space . . . handles easier, by hand or lift truck . . . is clearly labeled for quick inventories!

SOLD ONLY THROUGH DEALERS

ALABAMA METAL LATH COMPANY

P. O. Box 992
3245 Fayette Ave. • Birmingham, Alabama

TIMBER CONNECTORS



Thousands of laboratory tests and widespread use of the Teco "wedge-fit" split-ring timber connectors have proved the advantages of their double-beveled, wedge-shaped edges over the single-beveled edges of previous connectors. They were developed by the Timber Engineering Co., Dept. SBS, 1319 18th Street N. W., Washington 6, D. C.

Because of their wedge shape, there is less than 1/32" clearance between the ring and groove, producing tighter joints. The ring slips into position easily, without crushing the wood fibers at the groove's edge.

Write for P48. Use coupon page 32.

WATER REPELLENT

Aquacide is a silicone water repellent that protects above-grade masonry. It is announced by the Southern Coatings and Chemical Co., Dept. SBS, Sumter, S. C.

Formulated with 5% resin solids, Aquacide is said to keep moisture seepage well under 1%, meeting Federal Specification SS-W-00110. It is effective on old or new masonry surfaces, leaving an invisible coat that still allows masonry to "breathe."

Accelerated weathering tests indicate that a single coat lasts at least 10 years.

Write for P49. Use coupon page 32.

WIRE BRUSH ASSORTMENT

A packaged assortment of wire brushes for small electric tools in the home workshop is announced by the Anderson Corp., Dept. SBS, 1029 Southbridge Street, Worcester, Mass.

Each of the 14 brushes is individually packaged so that it can be demonstrated and inspected without stabbed fingers. The assortment also

PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU

Every roll of well-known, well-made, well-liked DIXISTEEL Fence carries this colorful metal sign—a double-duty salesman for you.

At your store it tells your customers you are headquarters for DIXISTEEL Fence—a name they know they can trust.

On the farm, or other installations, the DIXISTEEL signs keep on selling, for they are attached to go up with the fence. The fact that users leave the signs on is evidence that they are proud of the fence you sell—DIXISTEEL.

These double-duty signs are now double-faced, so no matter which way users put up their fence, the DIXISTEEL sign always faces outward—to tell everyone that here is another DIXISTEEL Fence installation.

Sell the fence that sells for you—DIXISTEEL!

TWO HANDY COMPANIONS TO INCREASE YOUR SALES



Every time you sell fence, suggest that it be stapled with DIXISTEEL Staples, and that strands of DIXISTEEL Barbed Wire be used at the top and bottom for extra fence protection.



Atlantic Steel Company

P. O. BOX 1714, ATLANTA 1, GEORGIA



includes four cup-type brushes and three arbors.

Write for P50. Use coupon page 32.

SEALS GARAGE DOORS

Dor-Seal is a rubber weatherstripping for overhead-type garage and warehouse doors. It is announced by the Kansas City Builders Supply Co., Inc., Dept. SBS, P. O. Box 7048, Kansas City, Mo.

This weatherstrip consists of a flexible double-contact strip that bends to meet all floor irregularities. It is said to last for years, with no danger of cracking.

Dor-Seal can be sold by the foot

or as a complete package for 8' garage doors, for customer installation. Galvanized nails come with Dor-Seal for easy, quick application.

Write for P51. Use coupon page 32.

ALUMINUM WINDOWS

The J. S. Thorn Co., Dept. SBS, 8501 Hegerman Street, Philadelphia 36, Pa., announces a line of aluminum casement, ranch, and rainshield windows. All are installed in a few minutes with only a hammer.

Each window and integral exterior trim, with factory-applied weatherstrip, is furnished in a complete package. The rigid frame needs only to be set in the opening, leveled, and nailed in position.

Write for P52. Use coupon page 32.

TURNS DRILL INTO SAW

The Aladdin 3-in-1 saw is an inexpensive tool designed to turn any 1/4" electric drill into a hack saw, jig saw, or coping saw. It was developed by the Aladdin Manufacturing Co., Dept. SBS, 3125 Harrison, Kansas City, Mo.

Serving as one of these three types of saws, the tool cuts metal, wood, plastic, plaster board.

Write for P53. Use coupon page 32.

CLEAN-OUT DOOR

This Superior clean-out door for use in any fireplace or furnace chimney fits within brick courses for easy installation. It is announced by the Superior Fireplace Co., Dept. SBS, 1708 East 15th Street, Los Angeles 21, Calif.

The depth of the flange holding the door in the masonry is 2 1/2" for sure holding.

The unit is made of heavy 12-gauge stamped steel.

Write for P54. Use coupon page 32.



FIGURES DON'T LIE.....



**SUGAR PINE from
Superior Lumber Sales Co.**

is finer by far... specialists in
quality lumber from the finest mills
in OREGON, CALIFORNIA and WASHINGTON

**SUGAR PINE DOUGLAS FIR
PONDEROSA PINE WHITE FIR
MOULDINGS REDWOOD**

- Kiln Dried or green • Sugar Pine Pattern Lumber
- Industrial Lumber all species • Douglas Fir Studs
- Retail and Distribution Yard Lumber

**SUPERIOR LUMBER
SALES COMPANY**

of Sacramento

926 Jay bldg. call hudson 1-5216
sacramento 14, calif.

Mills at Marysville and Sacramento, Calif.

BIGGER PROFITS FROM BETTER VALUES!

REYNOLDS ALUMINUM REFLECTIVE INSULATION

More insulation value per dollar with this embossed foil on heavy kraft paper. More insulation per armload... 250 sq. ft. in a 15-pound roll. And you stock it at less inventory cost, in less space, 25", 33", 36" wide. Foil on one or on both sides. Attractive... display an open roll and this insulation sells itself!



REYNOLDS *Lifetime* ALUMINUM GUTTERS AND DOWNSPOUTS

Add far more value to a home than their low cost. Anybody can put 'em up... slip connectors, no soldering. All fittings ready-made, easy to stock. Use Reynolds counter display or put up a small display in installation... you'll sell plenty!



Ogee Embossed in 4", 5" and 6" sizes—mill finish in 5" only.

Half-Round embossed or mill finish in 5" and 6" sizes.

REYNOLDS *Lifetime* ALUMINUM FLASHING

in self-selling display carton. Holds a 50' roll. Three widths: 14", 20" and 28". .019" thickness.

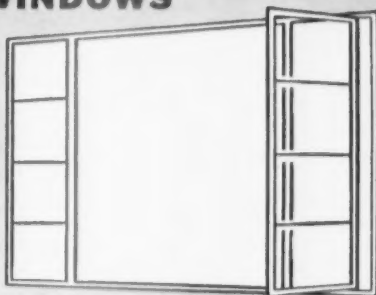


REYNOLDS *Lifetime* ALUMINUM NAILS

...boxed for quick sales! Cartons for each type give full details and approximate coverage.



REYNOLDS ALUMINUM WINDOWS



... Quality-Controlled All the Way!

Quality controlled by Reynolds from bauxite ore to "satinized" finish! Casements acclaimed as the finest in the field. Superior features include flash-welded corners, continuous drip rail, watertight lip. *Standard, modular and picture window styles.* Increasingly popular *Traverse (Sliding) Window.* Low-cost, beautiful, easy to install... vents come out for cleaning. Improved *Awning, Double-Hung, Basement and Utility Windows.* Stock the line! See your supplier... write for literature.

Reynolds Metals Company, Window Division, 2036 South Ninth Street, Louisville 1, Ky.

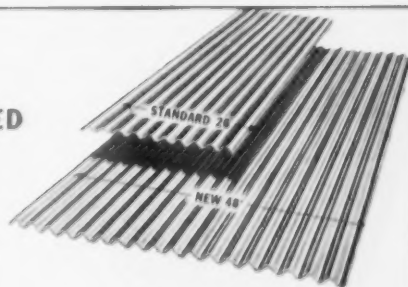


Biggest Roofing and Siding Value!

REYNOLDS *Lifetime* ALUMINUM 48" WIDE CORRUGATED

Stock the "double width" that saves your customer material and labor... saves for you in handling and space. Comes in both plain and embossed—.019" thickness in 1 1/4" and 2 1/2" pitch—.024" thickness in

2 1/2" pitch. 26" wide Corrugated and 5-V Crimp also available. See your supplier or write for literature. **Reynolds Metals Company,** Building Products Division, 2036 South Ninth Street, Louisville 1, Ky.



REYNOLDS ALUMINUM BUILDING PRODUCTS

See "FRONTIER," Reynolds great dramatic series, Sundays, NBC-TV Network.

PRODUCT BRIEFS

LOWER - COST PLYWOOD. Harborite, a special boat-hull fir plywood overlaid with a medium - density resin-impregnated face, now costs about 20 per cent less. New production techniques resulted in the price reduction of this versatile exterior plywood. Write Harbor Plywood Corp., Dept. SBS, Aberdeen, Wash.

Or circle P55. Use coupon page 32.

IMPROVED GARAGE DOORS. Complete torsion spring hardware is now available for the Calder line of residential and commercial "Wedge Tight" overhead sectional garage doors. These new springs require no more headroom than regular extension springs. Cable goes up inside the track. Write Calder Manufacturing Co., Dept. SBS, Lancaster, Pa.

Or circle P56. Use coupon page 32.

DRAWER PULLS. Metallon matched drawer knobs and pulls are made of glass, to match any wood or finish. Each pull and knob is supplied in any of three sizes, for use on wood up to 1 1/4" thick. Write Metallon Products, Inc., Tegco Division, Dept. SBS, 2050 East 48th Street, Los Angeles 58, Calif.

Or circle P57. Use coupon page 32.

CAULKING GUN. The Sprayit caulking gun takes either standard cartridge or bulk caulking compound. The unusually compact head permits operation in tight corners. The air hose connection is at the rear and a valve seals off compound to prevent seepage when gun is idle. Write Electric Sprayit Division, Thomas Industries, Inc., Dept. SBS, 410 South Third Street, Louisville, Ky.

Or circle P58. Use coupon page 32.

RAZOR-BLADE KNIFE. Darmon's newly-established hardware division has introduced a heavy-duty razor-blade utility knife as its first product. The knife has modern design, sure-grip handle, and triple-position blade extension. No. K-20 has five blades and K-10, two blades. Write Darmon Tool and Manufacturing Corp., Dept. SBS, 2664 Park Avenue, New York 51, N. Y.

Or circle P59. Use coupon page 32.

WALL TILE CEMENT. LockBond is a snowy-white plastic wall tile cement for professional or amateur wall tile installation. It is said to spread more readily and to be easier to clean. Write Wilson Plastics, Inc., Dept. SBS, 1531 Milan Road, Sandusky, Ohio.

Or circle P60. Use coupon page 32.

PRE-FAB CLOSETS. FashionFab prefabricated linen closets and wardrobes with sliding doors come in a full range of sizes to fit rough open-

ings in order to save labor costs in home construction. They come in both deluxe and economy models. The units are pre-packaged and include all nails and glue to assemble and put them in place on the job. Write Tedrick Brothers Manufacturing Co., Dept. SBS, Kent, Wash.

Or circle P61. Use coupon page 32.

BRUSH-ON PUTTY. No putty knife is needed to apply Rap's brush-on putty. It dries to a semi-translucent finish that withstands outdoor weather. Write Randolph-Page, Inc., Dept. SBS, 175 Fifth Avenue, New York 10, N. Y.

Or circle P62. Use coupon page 32.

SLIDING-DOOR FRAME. The Grant No. 500 packaged sliding-door pocket frame is engineered to eliminate adjustment of single sliding-door installations. The frame can be installed in less than 20 minutes. Each carrier has four nylon ball-bearing rollers, mounted on pivoting rocker arms that insure constant wheel contact with track. Write Grant Pulley and Hardware Corp., Dept. SBS, 31-85 Whitestone Parkway, Flushing 54, N. Y.

Or circle P63. Use coupon page 32.

VENTILATING RANGE HOODS. Berns Air King announces a complete line of "Push-A-Matic" ven-

DO YOU WANT more information on any of these new products? Just mail the coupon on page 32 after circling the product number shown with item.

tilating range hoods with three-speed push button controls for fan and light. Hoods come in standard lengths of 24", 30", 36", and 42" and are designed to fit all cabinet depths from 11 1/2" to 13 1/4". Write Berns Manufacturing Corp., Dept. SBS, 3050 N. Rockwell Street, Chicago 18, Ill.

Or circle P64. Use coupon page 32.

WEATHERSTRIPPED JALOUSIES. Finesse jalousie windows and doors eliminate cold air infiltration because of specially engineered extrusion angles, fitted with vinyl and stainless steel weatherstripping. Storm window panes can be inserted on the inside in place of the screen inserts, making them suitable for use in colder climates. Write State Jalousie Corp., Dept. SBS, 131 Shonnard Street, Syracuse, N. Y.

Or circle P65. Use coupon page 32.

INTERCOM SYSTEM. A popular-priced combination radio and intercom system known as the Sonic Servant operates on either AC or DC current and uses only 30 watts. It features 5" permanent-magnet type speakers and built-in antenna. Write Sonic Specialties, Inc., Dept. SBS, 13259 Sherman Way, North Hollywood, Calif.

Or circle P66. Use coupon page 32.

PLANNER ATTACHMENT. A power planer attachment is available for use with any 1/4" portable electric drill. It has a simple but useful depth-adjusting plate that regulates cutter depths up to 1/4". Write Aladdin Manufacturing Co., Dept. SBS, 3125 Harrison Street, Kansas City, Mo.

Or circle P67. Use coupon page 32.

MORTAR MIXER. The power transmission of the Muller four-cubic-foot plaster and mortar mixer has been improved. The paddle shaft is now equipped with a cage-type roller bearing. The countershaft runs in sealed-for-life bearings. These features reduce maintenance costs. Write Muller Machinery Co., Inc., Dept. SBS, Metuchen, N. J.

Or circle P68. Use coupon page 32.

DECORATIVE CHAIN. The Lite-Link is a decorative aluminum chain for use as a chain barrier on private or public property. It features reflective markers when desired. Write Al-Re-Ka Products, Inc., Dept. SBS, 259 Delaware Avenue, Buffalo 2, N. Y.

Or circle P69. Use coupon page 32.

IMPROVED LEVELS. The Empire Acra-Lite magnesium levels have "Shado-Pruf" vial assemblies that permit simple replacement of the vials in case the covers should be scratched. The vials themselves are set into precision-molded brackets on clear plastic cover plates. Write Empire Level Manufacturing Co., Dept. SBS, 10930 West Potter Road, Milwaukee 13, Wis.

Or circle P70. Use coupon page 32.

AUTOMATIC DOOR OPERATION. The Ta-Mar radio remote control for automatic operation of garage doors and gates offers a choice of 70 separate channels to virtually eliminate the possibility of a neighbor's having the same channel. The Ta-Mar unit can actuate doors or gates over 700 feet away. Write Ta-Mar, Inc., Dept. SBS, 11571 W. Jefferson Boulevard, Culver City, Calif.

Or circle P71. Use coupon page 32.

REVOLVING SHELVES. The Rev-A-Tray assembly of revolving shelves is for hard-to-reach spaces in kitchen cabinets. Two circular steel trays with baked-enamel finish, pipe, and necessary bearing hardware are included in each assembly. Rev-A-Tray is made in two sizes, and extra shelves are available. Write Lake Drive Products, Inc., Dept. SBS, Edgerton, Wis.

Or circle P72. Use coupon page 32.

TENNESEAL is easier to Sell



It's The Favorite . . .

A cross-section survey throughout the South definitely proved that, of the farmers questioned, *two-and-a-half times* as many preferred Tennesseal Roofing as *ALL* other brands of galvanized roofing combined! Sell *popular* Tennesseal!

Actually Costs Less . . .

Tennesseal can be nailed to properly spaced purlins and doesn't need solid decking. The installed cost per square is *FAR lower than many other* roofing materials. There's no better way to keep your customers

happy than to save them money without sacrificing quality. Sell *cost-cutting* Tennesseal!

Leak-Proof Steel Blanket . . .

Every sheet of Tennesseal is made to give perfect protection. Special V-Drains carry away any water blown or drawn into side laps. Triple cross crimps and a pressure lip form a dam that guards against water seepage in end laps. Tennesseal's tension curve design keeps each sheet snug against roofing supports. This patented feature effectively guards against leakage resulting from rain being blown

under laps. Sell *efficient* Tennesseal!

Other "Easy Sellers" . . .

Two more popular TCI products are USS American Fence and TCI Wire Nails. Their well-known quality is backed up by the South's largest producer of steel products. Farmers know that American Fence costs less *because it lasts longer*. For your convenience, TCI Nails come in handy, heavy-duty cardboard cartons, designed to conserve storage space. Always specify TCI products by name when you order. It pays to buy from TCI!

TENNESSEE COAL & IRON DIVISION

UNITED STATES STEEL CORPORATION, GENERAL OFFICES: FAIRFIELD, ALABAMA
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA

USS TENNESEAL V-DRAIN ROOFING
USS AMERICAN FENCE • USS AMERICAN NAILS



UNITED STATES STEEL



Here is what

An attractive, colorful display of FILON at Arcadia Lumber Co. Andy Beckstrom, the owner, says . . .
"Today Filon is one of our most profitable items. I'm convinced the general public is sold on Filon. We built this display to take advantage of all this interest. It's

paid off well . . . it helps us write up substantial orders. Filon's local newspaper ads, listing our name, are bringing customers in steadily. National advertising inquiries referred to us by Filon also turn into pretty good sales."

REGIONAL DISTRIBUTORS

ALBUQUERQUE, 1011 Sawmill Rd.
 Fiberglas Engrng. & Supply
AMARILLO, 1023 W. 5th St.
 Kritser Supply Co.
ANCHORAGE, ALASKA, Box 833
 Fiberglas Engrng. & Supply
ANN ARBOR, 108 E. Madison
 Fingerle Lumber Co.
ATLANTA, 686 Greenwood, N.E.
 Olbon Distributing Co.
BAKERSFIELD, CAL., 301 26th St.
 Hopper Machine Works Inc.
BALTIMORE 30, 2315 Severn St.
 Georgia-Pacific Plywood Co.

BELLEVUE, WASH.
 Town & Country Distrib.
BIRMINGHAM, 929 N. 19th St.
 Plastic Products Co.
COLUMBIA, SO. CAROLINA
 Columbia Supply Co.
CREVE COEUR, MO.
 Macco, Inc.
DAVENPORT, IA., 1725 Rockingham
 Nichols Wire & Aluminum Co.
DENVER 5, 2625 Walnut St.
 Construction Specialties
DETROIT 38, 14360 Livernois
 Detroit Fiberglas Insul. Div.

DULUTH, MINN., 367 Garfield Ave.
 Arrowhead Steel Distrib.
ERIE, PA., 350 E. 19th St.
 Aluminum Distributors
FRANKLIN PK., ILL., 3700 N. Mannheim
 Reserve Supply Corp. of Chicago
FRESNO, CAL., 427 "P" St.
 Fiberglas Engrng. & Supply
GRAFTON, WISC.
 Nuenfeldt & Dickmann Co. Inc.
GRAND PRAIRIE, TEX., 301 S.E. 14th
 C. P. Waggoner Sales Co. Inc.
GRAND RAPIDS, MICHIGAN
 Plastic Forming Co.

HATFIELD, PA.
 Georgia-Pacific Plywood Co.
HONOLULU 13, 770 Ala Moana Blvd.
 W. P. Fuller Co.
HUNTINGTON, WEST VIRGINIA
 Cabinet Supplier, Inc.
HOUSTON 4, 3010 Dixie Dr.
 Black-Brolier, Inc.
JACKSONVILLE, FLA., 2642 Rosselle
 Hayco, Inc.
KANSAS CITY 8, MO., 2440 Pennway
 Carter-Waters Corp.
LACROSSE, WISCONSIN
 LaCrosse Glass Co.

this leading dealer says about one of his most profitable items

*"I was hard to convince,
but now I have no doubts..."*

FILON®

*is building more plastic panel sales
for us every day!"*



ANDY BECKSTROM, owner
ARCADIA LUMBER CO.,
Arcadia, Calif.



"We don't have a big investment in inventory,
because we get quick delivery of any size and
color from our local FILON distributor."



"We've got lots of darn good sales helps. FILON's
literature saves us conversation and stream-
lines the sale. Every step of the installation is
clearly illustrated for the do-it-yourselfer!"



"We find FILON is a year 'round seller. With
each sale we usually pick up extra business for
lumber and other things needed for the job.
You can't deny it—FILON means good profits!"

Dealers everywhere are praising FILON'S superior quality. FILON'S Colors and thickness are always uniform... the corrugations are evenly matched for better installations and longer life... the Nylon parallel strands added to Fiberglass give a stronger, more rigid panel. These unmatched qualities are the result of an electronically controlled process in the world's largest plant devoted exclusively to Fiberglass plastic panels. It is smart and profitable to handle FILON, the leading material in the field.

Write, Wire or Phone nearest Regional Distributor or FILON Sales Office for complete details.

FILON PLASTICS CORPORATION

2051 East Maple Ave., El Segundo, Calif., ORegon 8-7651
228 North LaSalle Street, Chicago 1, Ill., STate 2-7444

55 Marietta St., N.W., Atlanta 3, Georgia, ALpine 4442
270 Park Avenue, New York 17, New York, PLaza 5-5758

© 1956

LANCASTER, PA., 250 N. Plum St.
Georgia-Pacific Plywood Co.
LAS VEGAS, 2536 Meadows Ave.
Nevada Neon & Supply Co.
LONG BRANCH, N.J., Branchport Ave.
Georgia-Pacific Plywood Co.
MEMPHIS 12, 2549 Broad St.
Norrell Inc.
MERIDEN, CONN., 14 Cherry St.
Georgia-Pacific Plywood Co.
MINNEAPOLIS 14, 909 9th S.E.
Keelor Steel Inc.
MT. VERNON, ILLINOIS
Alexander Wholesale Supply Co.

MYERS, SO. CAROLINA
Southeastern Steel Co.
NEW HYDE PARK, L.I., 121 S. 4th St.
Georgia-Pacific Plywood Co.
NEW ORLEANS, 501 City Park Ave.
Georgia-Pacific Plywood Co.
NEW YORK, 933 Courtlandt Ave.
Georgia-Pacific Plywood Co.
OAK PARK, ILL., 704 W. Madison
Taylor Glass Co.
OKLAHOMA CITY, 820 N.W. 4th St.
Kilpatrick Bros.
OSHKOSH, WISC., 216 10th St.
Block Iron & Supply

PHILADELPHIA, Pier 179 N. at Allegheny
Georgia-Pacific Plywood Co.
PHOENIX, 1880 W. Fillmore
Fiberglass Engrng. & Supply
PORTLAND 9, ORE., 406 N.W. Glisan
Fiberglass Engrng. & Supply
PORT NEWARK 5, N.J., 102 Marsh
Georgia-Pacific Plywood Co.
RAPID CITY, SOUTH DAKOTA
J.S. Kibben Co.
SACRAMENTO, 1615 Thornton
Fiberglass Engrng. & Supply
SALT LAKE CITY, 336 S. 3rd St. W.
Fiberglass Engrng. & Supply
SAN DIEGO 3, 823 W. Laurel St.
Maloney Specialties Inc.

SAN FRANCISCO 7, 1200 17th St.
Fiberglass Engrng. & Supply
SEATTLE 4, 1248 6th Ave. So.
Fiberglass Engrng. & Supply
SPOKANE 24, 3044 E. Trent
Fiberglass Engrng. & Supply
TAMPA, 2601 E. Broadway
Turner Distributing Co.
VALLEY FALLS, R.I., 144 Broad St.
The Such Co.
VINELAND, N.J., Pine St.
Georgia-Pacific Plywood Co.
YORK, PA., 1336 Spahn Ave.
York Reinforced Plastics Co.
WHEELING, W. VA., 1718 Chapline
Building Prod. Supply Co.

FEBRUARY, 1956 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES



HELPFUL Booklets FREE

B-1. Weatherstrip, Sash Balance. "What Every Homebuyer Should Know About Windows" contains data about Zegers Dura-seal combination metal weatherstrip and sash balance, plus information helpful in selecting the best window for various purposes. A consumer brochure and colorful direct-mail piece also are offered as dealer aids. Zegers, Inc., Dept. SBS, 8090 South Chicago Avenue, Chicago 17, Ill.

B-2. Vitrified Clay Pipe. Concise folder describes advantages of Dickey Perma-Line pipe for house sewers and drains. Pictures show how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.

B-3. Plastic Structural Panels. Filon reinforced fiber-glass and nylon plastic panels, their uses, and application methods are described in a profusely illustrated folder for architects and builders. It suggests many uses. Consumer folders on "How to Build with Filon" and ideas for building patios also are offered. Filon Plastics Corp., Dept. SBS, 55 Marietta Street N. W., Atlanta 3, Ga.

B-4. Shutter Panels. Catalog No. 156 shows sizes of panels and opening widths for Fit 'n' Finish shutters. These are used in windows, doors, and for interior decoration. Sam A. Wing Co., Inc., Dept. SBS, 5039 Willis Avenue, Dallas 6, Tex.

B-5. Plastic Compounds. Armstrong glazing, sealing, and caulking compounds and adhesives are shown in colorful catalog sheets. They explain superior qualities of these elastic, plastic compounds. Armstrong Co., Dept. SBS, 1001 East 103rd Street, Chicago 28, Ill.

B-6. Reflective Insulation. Two consumer literature pieces — one envelope size — show how easily consumers can install their own Kimsul reflective insulation. They show how Kimsul's triple protection saves up to 45 per cent on fuel bills. Kimberly-Clark Corp., Dept. SBS, Neenah, Wis.

B-7. Window Catalog. Hope's line of products for light construction is pictured in a 1956 catalog. It covers basement sash, casings, doors, inside-outside trim, installation details, picture windows, ranch type windows, redwood surrounds, residence casements, storm sash, and utility windows. Hope's Windows, Inc., Dept. SBS, Jamestown, N. Y.

B-8. Folding Doors. Veni-flex woven wood slat folding doors are shown in their true dark mahogany, dark walnut, and maple shades in a two-

color folder. Details of hardware, brackets, and components are pictured. Photos show attractive installations and suggest uses. Consolidated General Products, Inc., Dept. SBS, P. O. Box 7425, Houston 8, Tex.

B-9. Western Pine Sources, Uses. The 1956 Directory of Membership of the Western Pine Assn. lists by states some 375 member mills with their species handled and major products. Two full-color consumer folders show attractive installations of pine paneling in homes. Western Pine Assn., Dept. SBS, Yeon Building, Portland, Ore.

B-10. Insulating Glass. Thermopane insulating glass catalog gives charts and other technical data on the insulating properties of this double and triple glass with hermetically sealed air space. It shows formulas for calculating fuel savings and savings in cooling loads, for both standard and heat-absorbing Thermopane. Separate pocket-size folder shows Thermopane sizes. Libbey-Owens-Ford Glass Co., Dept. SBS, Toledo 3, Ohio.

B-11. Folding Stairways, Ladders. A "profit kit" of helpful material for dealers is offered by the makers of EZ-Way folding stairways, sliding stairways, and folding ladders. It includes 13 give-away pieces of literature for customers, plus data sheets and ad mat proofs. EZ-Way Sales, Inc., Dept. SBS, Box 300, St. Paul Park, Minn.

B-12. Folding Stairways. Precision and Simplex folding attic stairways are presented in a colorful brochure. Both models are pictured and sales points given. Precision Parts Corp., Dept. SBS, 400 North First Street, Nashville 7, Tenn.

B-13. Incinerators. Donley incinerators for homes, apartments, institutions, commercial buildings, and industrial plants are shown in a new catalog. Complete technical data is given for each type. It covers flue-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

B-14. Tension Screens. New sales manual gives the dealer ammunition with which to sell screens. It outlines 22 reasons for using Tension-tite tension screens and shows photographs of a dealer making a sale, with his explanation to the customer. Rudiger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

B-15. Lumber Packaging. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!"

is a booklet explaining methods and advantages of protecting lumber with paper for shipping, storage, and sales. It includes a section on packaging by the dealer, when lumber is received from a boxcar. American Sisalkraft Corp., Dept. SBS, Attleboro, Mass.

B-16. Aluminum Windows. Colorful brochures describe features, specifications, details and suggested installations of Ware awning, Econ-O-Ware, and Econ-O-Wall awning windows; monumental awning; Ware-Tite jalousie; casements; projected windows. Ware Laboratories, Inc., Dept. SBS, P. O. Box 37, Riverside Station, Miami, Fla.

B-17. Selling Lumber Shorts. "Selling Short Length Lumber" is a helpful reprint of an article by John Reno, utilization director for Pacific and prominent engineer. It describes and pictures ways other dealers are eliminating waste by selling dog houses, sand boxes, and similar products. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

B-18. Wallboards. Literature is offered describing Plastergon's complete lines of laminated fiber wallboards, along with Lockaire Paintcote interior and Asphaltic sheathing insulating boards. Free samples offered. Plastergon Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

B-19. Panel Window Unit. The Zuber Beauti-Vue panel window unit is described in a two-color folder. Sketches show how this ponderosa pine toxic-treated unit can be used singly, in groups, ribbons, and stacks. The folder also gives sales advantages of Dixon Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

B-20. Plywood Paneling. "Harbor Plywoods for Homes Give More Value . . . Inside, Outside" is a consumer brochure with photographs of installations of Harborite lapped siding, grooved panels, smooth panels, and Super Harbor select cabinet panels. A consumer folder shows installations of Harborwave brushed plywood for paneling and cabinets. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

B-21. Aluminum Windows. Alenco aluminum windows with either a fixed upper sash or double-hung sash are described in a brochure. Complete specifications and selling points are given. Photographs show attractive installations. Albritton Engineering Corp., Dept. SBS, 2501 Wroxtton Road, Houston 5, Tex.

B-22. Shower Enclosures. Fourteen

GOLD COAST CHERRY

a
Beautiful
buy....



**... any way
you look at it!**

SURE, it's beautiful to look at . . . in grain and figure, in warm, light, *modern* color. Glamorous rotary-cut Gold Coast Cherry is the *new* beauty star in flush doors.

More good news! Gold Coast Cherry cuts finishing costs: its beautiful color makes stain unnecessary — its smooth, close texture requires no filler.

Price? *Actually lower than many domestic hardwoods!*

That's Mengel rotary-cut Gold Coast Cherry — eye-appeal, *buy*-appeal — any way you look at it.

See for yourself: order an inspection lot from your distributor. Why not phone or write him . . . *this very profitable minute?*

Door Department, THE MENGEL CO., Louisville 1, Ky.

Mengel Doors equal or exceed the requirements of
Bureau of Standards specifications CS200-55



MENGEL
Flush
DOORS

different Gulf Spray shower doors and enclosures are shown in a colorful catalog—for stalls, square tubs, conventional tubs, and built-up tubs. Also shown are patterns and carved designs available in glass. Binswanger and Co., Dept. SBS, 207 North Main Street, Houston, Tex.

B-23. Pipe Installation. "Tips for Installing Orangeburg Pipe and Fittings" gives information on problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how Orangeburg fiber pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

B-24. Asphalt Roofing Materials. Four-page catalog insert gives complete specifications, descriptions of uses, and directions for using both cold and hot applications. It covers asphalt roofing and coating, plastic cement, primer, cements, and asphalt metal coatings. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Arkansas.

B-25. Galvanized Attic Louvers. Louv-R-Pak attic ventilating louvers are described in a new catalog sheet. It lists more than 30 sizes and pitches to fit any installation need. Made of galvanized steel, they have 8 x 8 mesh screen wire attached to the back. Louv-R-Pak, Inc., Dept. SBS, P. O. Box 1841, Fort Worth 1, Tex.

B-26. Concealed Sash Balance. The Hidaift concealed sash balance for double-hung windows is fully described in a two-color brochure. Sketches show how the home-owner can install his own with only three screws. Turner and Seymour Manufacturing Co., Dept. SBS, Torrington, Conn.

B-27. Plastic Tileboard. New color chart shows AFCO prefinished wall-panels in 11 decorator colors. Moulding catalog shows "chromodized" mouldings that will not rub off black. A and F Tileboard Co., Inc., Dept. SBS, P. O. Box 4085, Alexandria, La.

B-28. Window Sash Balances. Full catalog, which appears in *Sweet's Architectural File*, shows Caldwell clock-spring, Helix spiral, and Spirex spiral sash balances for residential windows. Specifications and installation steps are included. Caldwell Manufacturing Co., Dept. SBS,

64 Commercial Street, Rochester 14, N. Y.

B-29. Home Insulation. Catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, Dept. SPS, 500 Baker Arcade Building, Minneapolis 2, Minn.

B-30. Aluminum Jalousie Doors, Windows. Two-color folder describes Vacol aluminum jalousie door and such features as no-sag corners and key lock. Folders also are available on jalousie windows. Consumer literature describes both doors and windows. V. E. Anderson Manufacturing Co., Inc., Dept. SBS, Owensboro, Ky., and Bradenton, Fla.

B-31. Asphalt Shingles. Flintkote tapered strip asphalt shingles are pictured in full color in a new consumer folder. Shown are Shado-Kool gray, Shado-Kool green, Shado-Kool red, gray, green, and brown. The Flintkote Co., Dept. SBS, 30 Rockefeller Plaza, New York 20, N. Y.

B-32. Stamped Metal Shapes. Booklet describes Campco's complete metal stamping service, showing all types of metal products produced. Processes include shearing, drawing, blanking, finishing, forming, and assembly. Carolina Metal Products Co., P. O. Box 3636, Charlotte, N. C.

B-33. Masonry Wall Reinforcement. Bulletin shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. It includes joint reinforcement specifications. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

B-34. Plastic-Finished Panels. Full-color catalog shows complete line of Marlite plastic-finished wall and ceiling panels. Shown are eight Woodpanel patterns, five marble panel patterns, and 11 Hi-Gloss colors. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

B-35. Locksets, Hardware. "Matching Beauty" is a colorful brochure showing the Weslock 500 series of locksets, concave cabinet hardware, and matching exterior door tiers. Western Lock Manufacturing Co., Dept. SBS,

211 N. Madison Avenue, Los Angeles 4, Calif.

B-37. Exterior Plywood. "Catalog of Douglas Fir Plywood Farm Plans" offers a selection of 33 plans for use of exterior plywood in farm buildings and equipment, made available by leading state agricultural schools, the Midwest Plan Service, and plywood manufacturers. Douglas Fir Plywood Assn., Dept. SBS, Tacoma 2, Wash.

B-38. Sash Balance, Weatherstrip. Master-Matic combination sash balance and weatherstrip is described in a folder telling how this unit is designed especially for pre-fit window manufacturers. Another folder describes Master-Matic removable sash hardware for use with the one-piece sash balance and weatherstrip unit. Master Metal Strip Service, Inc., Dept. SBS, 1720 N. Kilbourn Avenue, Chicago 39, Ill.

B-39. Metal Moldings. A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

B-41. Paint Thinner. Tandrotine—a pleasant-smelling, non-toxic paint thinner—is described in a two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Dept. SBS, 793 St. Julian St., Savannah, Ga.

B-43. Farm Book. Sixteen-page book shows uses of Celotex products in service buildings and the home. Fully illustrated, it includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

B-44. Laminated Panels. Novoply, an unusually stable, mosaic-textured all wood panel of many uses, and Plank-weld, prefinished hardwood plywood panels edge-grooved for easy wall installation, are described in two folders issued by United States Plywood Corp., Dept. SBS, 55 West 44th St., N. Y. 36, N. Y.

SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.
Atlanta 5, Ga.

February, 1956

Gentlemen:

Please send me the bulletins and catalogs indicated.

(Print Plainly)

Name _____ Title _____

Company _____

Address _____

City & State _____

Circle numbers below. Bulletins and catalogs will be mailed promptly.

B-1	B-2	B-3	B-4	B-5
B-6	B-7	B-8	B-9	B-10
B-11	B-12	B-13	B-14	B-15
B-16	B-17	B-18	B-19	B-20
B-21	B-22	B-23	B-24	B-25
B-26	B-27	B-28	B-29	B-30
B-31	B-32	B-33	B-34	B-35
B-37	B-38	B-39	B-41	B-43
B-44				



There's
DOUBLE
 Sales Appeal in

ALENCO.
Aluminum windows

Fixed upper sash (SINGLE HUNG)

Both sashes movable (DOUBLE HUNG)

The Alenco Aluminum Window line includes both the popular double hung window, and the single hung window . . . there's double sales appeal to the architect, builder or home owner . . . double the sales potential for you. With Alenco's 24 stock sizes plus 3 picture window widths, you need never miss a sale.

Specified by architects, builders and home owners all over the Southwest, here is a quality line of aluminum windows designed for modern beauty, engineered for long-lasting, trouble-free permanence. Both the single and double hung windows are designed so that framing and glass requirements are exactly the same. Either half or full size screens can be used on the single hung windows.

Alenco Aluminum Windows are quality windows competitive in price and unconditionally guaranteed as to materials and workmanship. Immediate delivery from our plant means lower inventory requirements and faster turnover for you.

• Write today for catalog and price lists.

ALENCO.
Aluminum windows

ALBRITTON ENGINEERING CORPORATION
 2501 WROXTON RD. • HOUSTON 5, TEXAS

CONTROLLING COSTS

(Continued from page 20)

this system, according to Rosborough, has been the installation of a modern duplicating machine. With this machine a day's sales tickets can be copied in 30 minutes, whereas it formerly took one person four to six hours. And in copying them on the typewriter there were frequent errors due to transposition of figures or the omission of items.

Machine billing is done on this Copyflex machine. It takes the place of stencil-type machines in running office price sheets, circular letters, and office forms. If only a couple of items are to be changed on a price sheet, this can be done by a simple erasure instead of having to make an entirely new master sheet.

"This accounting system is so simple that any company doing \$150,000 or more gross volume a year can easily adopt it," asserted Rosborough. "In fact, any building-supply business that requires as

few as two office workers can use it as successfully as a larger business. It has given us more information than we have ever had before, and yet we have cut down our accounting department payroll about \$4,000 a year."

REMODELED STORE

(Continued from page 25)

Floor radiators were removed and blower-type ceiling units installed. The steam heat is supplied by a boiler that once ran engines to power the planing mill. It is fired with refuse and shavings when the planing mill is running and with coal otherwise.

The basic island display is four by eight feet, with four tiers. These units are combined to make larger displays when desirable. Two are placed end-to-end to make 16 feet for displaying builders hardware, and four of these combinations show related items.

Another island display is used

for small electrical supplies, one for paints and accessories, and one for small plumbing supplies. Two 30-inch by eight-foot islands are used to display paint brushes, rollers, and small decorating supplies.

Modern wall and cabinet displays replaced the ceiling-high shelves formerly used. Perforated hardboard doors permit displaying merchandise on the door that is stocked inside the cabinet.

A "paint bar" lines 16 feet of wall space. Special attention is given to supplying paint in any shade and matching customer samples.

Customers often help themselves to nails — bringing them to a clerk for weighing.

Rotating bins with eight shelves divided into six compartments per shelf are used to keep bolts neat and easy-to-locate. Four of these bins provide spaces for 288 different kinds and sizes. Heavy, large ones are placed at the bottom and sizes are graduated upward. Each size and type is clearly priced. Here again — customers help themselves and take their selections to the cash register for check out.

Four rows of fluorescent lights

**MODERN
WINDOWS**
of
LASTING QUALITY



QUALITY MARK REG. APPROVED U.S. PAT. OFF.
The American WOOD WINDOW Institute, Inc.
FABRICATOR NO. 102

Giving Homes Greater Sales Appeal

The homes you build will sell faster with wood windows that are widely known for their quality and efficiency: IDEAL All-Weather Windows.

These modern, weathertight, easy operating windows bear the Quality Approved Seal of the American Wood Window Institute. This seal is recognized by the public as proof of window quality.

**MADE IN THE SOUTH'S LARGEST STANDARD MILLWORK PLANT
IDEAL COMPANY, WACO, TEXAS**

THIS IS HOME



IMPROVEMENT YEAR

Eliminate Aggravation and Costly Delay

Deal with KOCHTON

YOUR DEPENDABLE SOURCE

For BIRCH • ASH • LAUAN • and other hardwood plywoods in standard or cut-to-size specifications.

Your orders get attended properly here. High level inventories make millions of feet available for immediate shipment. 14 conveniently located warehouses with experienced personnel and efficient equipment are at hand to promptly service your requirements with quality materials. You get fast delivery by company-owned trucks or CL or LCL shipment from the finest mills. Mixed carloads of lumber and plywood are available.

IN STOCK FOR YOUR SPECIFIC NEEDS

BIRCH—White or Red
OAK—Rift, Rotary and Plain Sliced
LAUAN—Rotary or Ribbon
AFRICAN MAHOGANY
WALNUT—Plain Sliced
GUM—All Grades
ASH—Rotary
GRAMWOOD
AROMATIC CEDAR
REGULING STOCK
CUPBOARD DOOR STOCK
HARDWOOD DOORS
FIR DOORS
COMBINATION DOORS
PINE—Knotty & White
SPRUCE—Ext. or Int.

WESTERN POPLAR
WESTERN CEDAR—Sliced
FIR—Ext. or Int.
PLASTIC-FACED PLYWOODS
EVERSIDE BEVELED SIDING
HOMASOTE PRODUCTS
PLY-VENEER
WOODTAPE—Plywood Edging
BEV-L-EDGE SHAKES
HARDBOARDS—All Grades
EVERMARINE NON-SKID DECKING
PLASTIC LAMINATES
TILEBOARD—All Colors
ASPHALT BACKER BOARD
FIBER GLASS INSULATION
CREZON FUSED Panels

The above is only a partial listing of our stock.

CALL US ON ALL YOUR LUMBER AND PLYWOOD NEEDS

BRANCH WAREHOUSES

DECATUR, ILLINOIS
North 22nd Street
Phone 3-9741

DETROIT, MICHIGAN
8800 Howell Ave.
Tyler 8-2000

LOS ANGELES, CALIF.
6459 E. Fleet St.
Raymond 3-3651

SAGINAW, MICHIGAN
1234 Rust St.—3-3493

GRAND RAPIDS, MICH.
224 Graham, S. W.
Glendale 4-5466

SOUTH BEND, INDIANA
1013 S. Main St.
Atlantic 7-7715

INDIANAPOLIS, IND.
777 N. Tibbs
Melrose 6-3485

MINNEAPOLIS, MINN.
601 Taft St., N. E.
Granville 2444

CINCINNATI, OHIO
2250 Fredonia Ave.
Capital 1259

COLUMBUS, OHIO
1273 Edgehill Rd.
Axminster 4-3567

MILWAUKEE, WIS.
500 S. Eleventh St.
Orchard 2-6736

GREEN BAY, WIS.
1449 S. Broadway
Hemlock 2-4879

FORT WORTH, TEXAS
2505 N. E. 33rd St.
Vineyard 2878



KOCHTON
PLYWOOD and VENEER CO., INC.

GENERAL OFFICES AND WAREHOUSES

509 W. Roosevelt Road • Chicago 7, Illinois

The Ideal EDGE PULL— for any sliding door



#44—3 $\frac{1}{2}$ " x $\frac{3}{4}$ " x 1 $\frac{1}{2}$ ".
All popular finishes.

Simple, easy, "flip of the finger" operation — with an unfailing spring return — Adams-Rite Edge Pull No. 44 will fit the narrowest door, yet it is rugged enough to withstand the heaviest use. Made from solid brass to temperate it is a functionally beautiful Edge Pull for every kind of sliding door.



For Complete Information
Write to

ADAMS-RITE
MANUFACTURING CO.

340 West Chevy Chase Drive
Glendale 4, Calif.

run the full 158 feet of the building to provide excellent lighting at all times and to give passers-by a clear view inside.

General offices and some warehousing is on the second floor of the main building, but several of the important offices are adjacent to the showroom and accessible through wide doors. Among these are an office for the store manager, James Troop, and an office for the man who doubles as outside salesman and estimator. When this man finds out about a construction job his firm has not sold materials for, he checks into the situation to find out where materials are coming from and whether there is any part of the job not contracted for yet.

The accent is on selling and making friends for a future job.

Delivery trucks make free deliveries for a radius of 50 miles.

The Ruby Lumber Co. was established by J. Edwin Ruby Sr. 85 years ago and continued by his sons — Turner, Laurel, Lucien, and Walter. All have passed away.

Members of the third generation who are active in the business are Edwin Ruby, the son of Laurel, and Clyde Ruby Jr. Clyde has charge



John Casner, general manager and partner of the Ruby Lumber Company, has an office to the right of the remodeled store's main entrance, where he enjoys semi-privacy. Casner specializes in handling the larger material orders and supervises the entire organization. James Troop is store manager.

of a branch yard that the company operates in Providence, Kentucky, and also of production and sales of the concrete products division.

Ed specializes in contracting and has offices in Madisonville and Louisville.

FEATURES DOORS

(Continued from page 23)

All this might leave the impression that all this lumber yard does is to sell doors, but such conclusion would be erroneous. In the millwork category, including doors, the sales volume is 25 per cent of yard total. Panel door sales account for half the door volume.

Doors became a specialty of this dealer partly by accident and partly by choice. He is, by admission, a "thwarted architect," since the depression interfered with his education in that direction. However, that did not originally turn his interest to doors.

His firm built an apartment house of some distinction and, in the process, found need for sets of 16-inch louver half doors. These were unavailable, so they improvised shutters, using two dozen for decorative effect in the apartment house.

Later, after the dealer built his own home, some special doors were left over. Then the frustrated architect in him took over and he

"decided I could do something with doors if I would go out and solicit some architects." He did — and his business improved materially as his firm became known as door specialists.

HHFA Booklet Shows What Homebuyers Want

The Housing and Home Finance Agency has published results of research by its Division of Housing Research and the University of Michigan in a booklet, "What People Want When They Buy A House."

This publication points out that 38 per cent of the 1,000 home buyers interviewed were chiefly interested in location. Some 20 per cent were looking for a house of specific size; 25 per cent a satisfactory price, and others a number of stories, living area, or lot size.

Available for \$3 from the Office of Technical Services, U. S. Department of Commerce, Washington 25, D. C., the book also shows in text and tables consumer likes and dislikes concerning eating arrangements, kitchen, living room, bedroom, bathroom, and other components of a house.

Don't do it yourself-

Let DURALL
make your screen sales
for you

New Tension Screen Self-Service Counter
starts sales and makes 'em right here.

Now you can feature Durall Tension Screens "up front"...
catch the impulse buyers...and service your customers bet-
ter with this complete stock-display unit. Never before has
so much merchandising of tension screens been packed into
so little space.

HERE'S WHAT YOU GET

A Stock Assortment that's Easy to Take—Easier to Sell
Turn over your stock with only two house-jobs

30 Durall Screens—Four most popular sizes
5 No. 2838 • 5 No. 3238 • 10 No. 2854 • 10 No. 3254

sell screens at regular prices for \$152.63
your normal cost would be \$101.75

BUT ALL THIS COSTS YOU ONLY \$96.66

AND HERE'S WHAT YOU GET FREE

1. NEW COLORFUL DISPLAY COUNTER...that stops...sells...
and stocks thirty Durall screens.
2. NEW MODEL-DEMONSTRATOR...with actual Durall screen
...sales story, prices and measuring instructions.
3. NEW MERCHANDISING KIT...with assortment of new liter-
ature, builders folders, window streamers, stuffers, mats, etc.
4. NATIONAL ADVERTISING, TOO...big consumer ads set up
sales for you. Tie in...display this self-service counter "up front"
...run ads in your local newspapers.

WHY DURALLS ARE THE BIG-SELLING TENSION SCREENS

1. EFFICIENT, ECONOMICAL, EASY to
use. Go up and down from inside. Never
need painting, never streak woodwork.
2. FINEST QUALITY THROUGHOUT...in-
stall easier, made stronger to last longer
...Multi-Strand edges on all sizes fit tight
to window.
3. PACKED IN INDIVIDUAL CARTONS to

keep clean, stack neater, store in little
space. Also prevents damage and makes
them easy to inventory.

4. ESTABLISHED PRICES, profitable mark-
up...reputable manufacturer assures es-
tablished market through years of brand
name merchandising and millions of trouble-
free installations.



NEW SELF-SERVICE DISPLAY

5½ ft. high, 1½ ft. wide, 2½ ft. deep. Takes
less than 4 sq. ft. Refill from open stock.

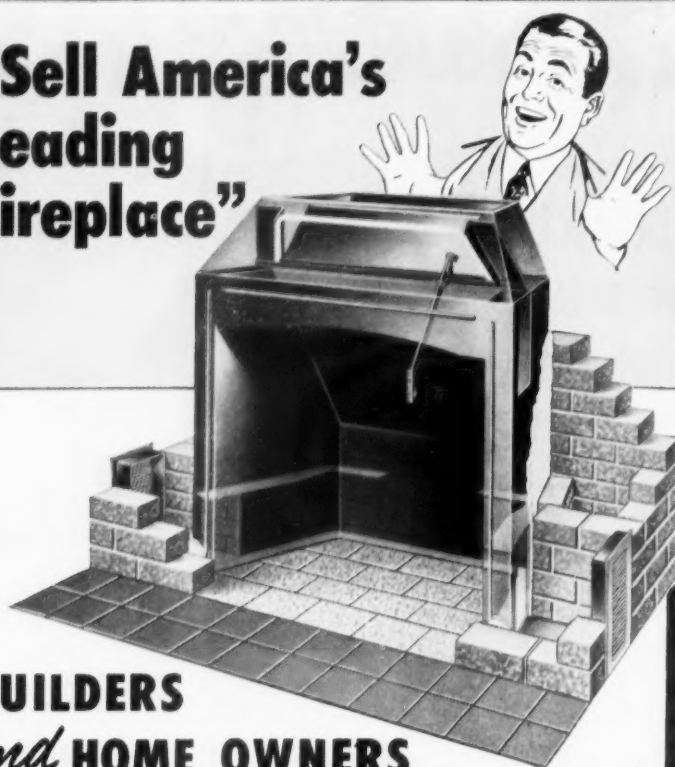
Sparkling green and yellow printing on heavy
white corrugated. Sturdy construction...made
to last all season.

Be sure to get the best results from your
screen market. Ask your jobber or write
today to...

DURALL
PRODUCTS COMPANY

Sixth Ave., York, Penna.

"Sell America's Leading Fireplace"



**BUILDERS
and HOME OWNERS
PREFER IT**

3 to 1!

No man—owner or builder—wants to put a fireplace in a house unless he is confident that it will work and last for the lifetime of the house. That's why 3 out of 4 have put their confidence in the Heatilator Unit.

The Heatilator Fireplace Unit . . .

. . . has lived up to every sales claim made for it . . . there are more Heatilator Fireplaces in use to prove those claims than all other makes combined.

. . . has kept in step with progress over the years. It has been steadily improved for more efficient operation. It is the only unit specifically designed for today's modern homes.

. . . is the only fireplace unit with a positive Pressure-Seal Damper. By sealing off the chimney air-tight, it eliminates costly loss of heat in winter and of cooled air in summer.

. . . is sturdily constructed with fully welded seams throughout and a one-piece boiler plate firebox designed to last under even the severest usage.

● Write for folder giving full details and specifications
Heatilator Inc., 672 E. Brighton Ave., Syracuse, N.Y.

HEATILATOR® Fireplace

New Types of Paints Described, Appraised

Characteristics of four new types of paint developed since World War II were outlined at the 1955 convention of the Retail Paint and Wallpaper Dealers of America in Cleveland. Acrylic, polyvinyl acetate, styrene, and flat alkyd paints were each evaluated in terms readily understood by dealers and users.

Several hundred retailers crowded the paint "briefing sessions" on four successive days to hear panelists John C. Moore, technical director of the National Paint, Varnish and Lacquer Assn., Myron Johnson of Dow Chemical Co., Plastics Division, and Gerould Allyn of Rohm & Haas Co.'s Resinous Products Division.

Technical Director Moore opened each "briefing session" with a short description of the new types of paint now available to the dealer for his customers. He divided the post-war paints into two "easy to remember" groups, the oil or solvent-based products and the water-thinned latex paints.

The oil and solvent group includes the flat alkyd and gelled alkyd paints. The latex group includes three types: butadiene styrene, polyvinyl acetate, and acrylic paints. Each of these types has advantages and disadvantages for specific uses.

In discussions on the new oil paints, panel members pointed out that flat alkyd and gelled alkyd paints generally give better hiding power and better flow and leveling characteristics than the water-based latex paints. In addition, storage offers no problem since there is little danger of freezing the oil or solvent base in these paints.

Flat alkyd paints are similar to earlier types of oil paints, but they give faster drying times and harder finishes. They were first put on the market in quantity during the late 40's. They have since found ready acceptance in the trade because contract painters have been more familiar with oil paints than with latex paints. They are used largely for interior wall paints.

Gelled alkyds are similar to the flat alkyds, but they retain a gelatinous consistency until applied to a surface, thus preventing spilling from the can and offering an interesting consumer appeal.

As a class, the water-thinned latex paints give much less odor than all paints and they offer easier brushing and quicker clean up. They also give faster drying times. These paints first gained popularity with the home painter, but as they have improved in composition and performance the paint contractor and industrial user have also adopted them for many uses.

Among the three types of latex

'56—the year to fix • Count on these



8 BASIC CERTAIN-TEED BUILDING MATERIALS

For a Profitable Home Improvement Year

SHINGLES



Certain-teed Asphalt Shingles come in a wide range of beautiful colors, including pastels. For distinctive homes, recommend Woodtex,* the extra-rugged asphalt shingle with attractive built-up graining.

SIDING



For lasting beauty, recommend Certain-teed Asbestos Cement Siding Shingles. Handsome range of colors and styles—never need re-painting. Certain-teed Asphalt Shingle and Roll Sidings available in a choice of designs and colors.

WALLBOARD



Certain-teed Bestwall® Gypsum Wallboard comes with plain or predecorated wood-grain finishes. For fire-rated construction with single-layer application, recommend Firestop Bestwall® $\frac{5}{8}$ " thickness gives 1-hour fire resistance.

INSULATION



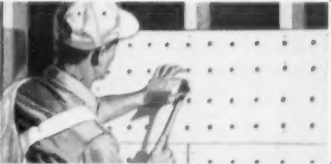
Certain-teed Fiberglas* Insulation—in batts, blankets, pouring wool, and in perimeter insulation—cuts heating costs up to 40%. Foil-enclosed batts and blankets for air-conditioned homes permit smaller units—help keep sales prices attractive.

PAINTS



For the perfect finishing touch to walls and ceilings: new Certain-teed Bestwall Paints, including popular alkyd flats and latex. Decorator colors—quick drying—easy to clean.

LATH



For smooth, fast plastering recommend Certain-teed Beaver® Gypsum Lath. Both plain and perforated. Strong—fireproof. Beaver Insulating Gypsum Lath with aluminum foil back provides insulation and an effective vapor barrier.

PLASTER



All Certain-teed Plasters are "Plastized"® for easy working and longer life in storage. Stock these famous brands of basecoat, finishing, gauging and molding plasters: Arme,* Apatite,* Beaver,* Certain-teed,* Pure-White* and Lite-Mix.* Also Kalite* Acoustical Plaster.

SHEATHING



Homes will have greater structural strength and fire resistance with Certain-teed Weather-Shield® Gypsum Sheathing. Tongue and groove V-edges—water-repellent core and paper. Costs less than most other sheathings.

*F.M. O.C.F. Corp.



Certain-teed

REG. U.S. PAT. OFF.

Quality made Certain . . . Satisfaction Guaranteed



CERTAIN-TEED PRODUCTS CORPORATION

ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 EAST 42ND ST., NEW YORK 17, N.Y.

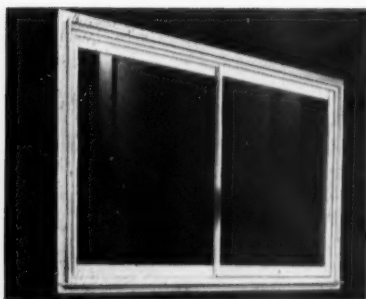
ASPHALT ROOFING • SHINGLES • SIDINGS • ASBESTOS CEMENT SHINGLES
GYPSUM PLASTER • LATH • WALLBOARD • SHEATHING • ROOF DECKS
FIBERGLAS BUILDING INSULATION • ROOF INSULATION • SIDING CUSHION
PAINT PRODUCTS—ALKYD • LATEX • CASEIN • TEXTURE • PRIMER SEALER



WITH THE

rolls
ROLLS ON NYLON

SLIDING ALUMINUM WINDOW



FEATURES

- Two automatic locks
- Satin smooth finish
- Completely weathersealed
- Removable sash
- Rattleproof nylon guides
- Fast, nail-on installation
- Built-in grounds for plaster and stucco/siding

*See Dun & Bradstreet

Ninety-five for twenty-nine. It's like pulling rabbits out of a hat but that's what Horizon can do for you when you stock the Rolls. Our unique way of packaging horizontal and vertical parts separately makes it possible for you to supply a wide range of sizes from low inventory. You need stock only 29 packages of Rolls Sliding Aluminum Windows to deliver any of 95 sizes - reduces and simplifies reordering.

Drop us a line and ask for our liberal policy on terms. You'll see how many dealers and distributors can actually turn their stocks before payment is due.

HORIZON

World's largest producer of sliding glass doors.*

HORIZON WINDOW CO., INC. 582
Flower and Paula Sts.
Glendale, California

Send information on the Rolls plan for reducing inventory and also your liberal policy on terms.

I am a dealer ☐ distributor ☐

Name _____

Company _____

Street _____

City _____ Zone _____ State _____

paint now on the market, the butadiene styrene type was the first to be introduced following World War II and has achieved the greatest volume of sales. This so-called "rubber-latex" was made available from plants built for the government's war-time synthetic rubber program. It was developed as an indoor paint with easy-handling, fast drying, and low-odor characteristics for use by home-owners.

Myron Johnson outlined the general characteristics of butadiene styrene paints and pointed out that very large volumes of this type of latex have been used by householders and contract painters alike.

Polyvinyl acetate paints are a somewhat more recent development. They were first put on the market in Germany and they are still the most important type of water-based paint sold in Europe today.

In this country the development of polyvinyl acetate paints has been more recent, but in the last three years they have been widely accepted, particularly for primer-sealers and for exterior masonry paints. They have excellent self-sealing properties and give improved color retention. They also give uniform sheen and faster drying in addition to the low-odor level characteristic of all latex paints. At least 10 companies are now producing this type of latex for paints.

Acrylic latex paints are the newest development in the water-thinned paint field and their acceptance and growth have perhaps been the most rapid of the three types, according to Gerould Allyn. Approximately 150 paint manufacturers have begun production of acrylic emulsion paints in the past two years.

Acrylic resins are still not well known to the paint dealer or consumer. But they are well known to the public in other forms, including their almost universal use in auto tail lights and aircraft enclosures, and in the new acrylic fibers of the Orlon type.

Acrylic paints give advantages over other water-based paints in quick recoating, alkali and water resistance, color retention, and outdoor durability. Due to these properties, they are gaining rapid acceptance as primer - sealers and topcoats for both indoor and outdoor use on plaster, wallboard, cement, cinder block, and asbestos shingles.

Allyn discussed economies achieved by contractors who apply two coats of acrylic paint in rapid succession on one scaffold setting, and who use this paint successfully on "green" plaster and masonry.

Many questions were asked by dealers about these new paints. Particular interest was expressed in applications recommended for these products; precautions that should be taken; procedures for tinting; and methods of cutting down inventories.

Effective date of the
**NEW WEST COAST
 GRADING RULES**
 RULES NO. 15
 will be
**MARCH 15
 1956**

Boards, Dimension and Timbers of Douglas fir, West Coast hemlock, Western red cedar and Sitka spruce will have new grade names instead of numbers beginning March 15, 1956.

NO. 1 . becomes CONSTRUCTION



NO. 2 becomes STANDARD



NO. 3 becomes UTILITY



NO. 4 becomes ECONOMY



There is no change in the identification of Select Merchantable Boards, Select Structural Dimension and Timbers, or vertical grain Clears.

The top grade of flat grain Clears becomes **C&Btr.**



Your free copy of the new grading rules will be mailed to you soon after February 1. Watch for it.

WEST COAST LUMBERMEN'S ASSOCIATION
 1410 S. W. MORRISON, PORTLAND 5, OREGON

All Grade Stamps shown are registered, U. S. Patent Office.



ASSOCIATION ACTIVITIES



New officers of the Kentucky Retail Lumber Dealers Assn. are seen in photo at left. Tom W. Yunt of Louisville, center, new vice-president, congratulates the new president, Kenneth Lawson of Harlan. Their election seems to please Executive Vice-President Don A. Campbell of Lebanon.

Three speakers at the convention pose with dealer

display materials for the Operation Home Improvement campaign in photo at right. From left, the trio includes FHA Commissioner Norman P. Mason, Jack R. Doscher, and Clyde Vandenburg. Doscher is executive director of OHI. Vandenburg is information consultant to ACTION (American Council to Improve Our Neighborhoods).

Home Improvement Campaign Outlined for Kentuckians

HOW LUMBER DEALERS can "start a revolution" by taking the lead in home improvement and slum clearance campaigns in their home towns was underscored by five principal speakers at the 51st annual convention and building materials exposition of the Kentucky Retail Lumber Dealers Assn. in Louisville, January 9-11.

The convention was held for the first time at the Kentucky Hotel, which provided adequate space for 77 exhibitors and for business and social sessions. Attendance totaled more than 1,200 dealers, suppliers, and guests, according to Executive Vice-President Don A. Campbell.

Jack R. Doscher, executive director of Operation Home Improvement, told the Kentucky dealers how "10 bucks will get you \$600 million." He explained that purchase of the OHI dealer promotion kit and a series of 11 merchandising theme kits published by the *Saturday Evening Post* would permit dealers to become home improvement headquarters and capitalize on the \$600-million worth of OHI advertising and promotion to be done this year by material manufacturers, trade associations, and by magazines, radio and television stations.

Doscher said that one out of 10 homes in America is in slums, four out of 10 need major repairs, and

the other five need regular maintenance. Half of these homes are free of mortgages and another 25 per cent have paid off half the original mortgage, so the owners of these are choice prospects for home improvements. He urged dealers to help spearhead local improvement campaigns and "make it easy for customers to buy."

Clyde Vandenburg, information consultant to the American Council to Improve Our Neighborhoods, announced that the Advertising Council is supporting the ACTION plan to banish housing blight this year with \$6.5 million of public-service advertising. He said this is the only public campaign besides that for war and savings bonds that is given free advertising space in the major magazines.

Vandenburg compared the ACTION campaign to break the bottleneck of urban home rehabilitation to the highway program launched by the automobile industry to increase the market for cars.

Norman P. Mason, commissioner of the Federal Housing Administration, said that the Federal government is solidly behind the all-out campaign to modernize and maintain housing. He commented that "at FHA we think this program may prove to be bigger than any of us expect."

Mason reported that in the last

20 years about 30 per cent of all the urban homes built were mortgage-insured by FHA for a total of some \$39.5 billion. He urged the dealers to educate the public and homebuyers as to the real function of FHA — that of insuring rather than financing loans.

Executive Vice-President H. R. Northup announced that the booklet published by the National Retail Lumber Dealers Assn. on the OHI plan for "Home Repair and Modernization" had been mailed to 12,000 lending institutions and 20,000 salesmen of building material manufacturers.

Discussing President Eisenhower's housing legislation recommendations to Congress, Northup urged the dealers to ask their congressmen for permanent extension of the Title I home loan insurance, with terms extended to five years and \$3,500 maximum loan.

Roy Wenzlick, St. Louis economist and real-estate analyst, said that home improvements and repairs will loom large in construction totals this year. He predicted the building of 1,200,000 housing units, with the help of a loosening in government credit regulations by spring. He said a slight drop in residential building will be more than offset by hikes in commercial and industrial construction.

In an inspirational luncheon talk,

VENT-A-WALL ... first choice

FOR THE HOMES of America

**Here are Window Units
That Meet Every Need**



Versatility of design and suitability for multi-combination grouping make removable VENT-A-WALL wood window units the ideal choice for homes of every type. VENT-A-WALLS appeal strongly to architects, contractors and home builders because of advanced construction features. Modern styling plus the fact that the sash is completely removable from the frame thereby reducing breakage and saving precious construction time, give VENT-A-WALLS sellability that is unmatched by any other similar type of window unit.



Merchandisers also have the strong advantage of our complete line of modern window units that meet all special and general needs. This line includes our famous LIFT-LOX, the beautifully balanced unit with sash that lifts out entirely for easy cleaning and can be raised or lowered by easy finger pressure. For more profit in 1956 we invite you to ask for details about our merchandising plan today—without obligation, of course.

MANUFACTURED BY



Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly R.O.W. Distributors

Ian Stuart, educational director of the Southern States Industrial Council, proposed that more "laughter at Russians would be a good tonic" in behalf of peace. He said the only way America can be destroyed is for us to "forget the Miracle of America, our freedom to work and grow," and high standard of living that stems from "blood, toil, and sweat."

In the president's annual report, W. C. Hale of Hickman said that through efforts of the Kentucky association freight rates on West Coast lumber shipments had been reduced for about half the state, and the

equalization campaign would continue to succeed. He told the dealers to urge their congressmen to maintain retail exemptions from the Wage-Hour law, explaining:

"Retail establishments can not be operated on a mass production line basis. Store hours have to be set to suit the convenience of customers. Federal laws should not apply to strictly intra-state operations."

Kenneth Lawson of Harlan was advanced to the presidency to succeed Hale. Tom W. Yunt of Louisville was elected vice-president. Campbell was re-elected executive vice-president and treasurer. Law-

son, Hale, and Hopkinsville's W. W. Henderson were re-elected to two-year terms on the board of directors.

Also elected to the board were Jim Brown, Carrollton; Donald Busick, Bardstown; R. B. Congleton, Lexington; Tudor G. Jones Jr., Mayfield; Herman Miles, Louisville; and E. A. Williams, Lawrenceburg.

Scott, Temple, Jones to Address Louisianans

Members of the Louisiana Building Material Dealers Assn. will hear a battery of top-flight industry officials speak at their annual convention and building material exhibition at the Jung Hotel in New Orleans, March 14 and 15.

Speaking at Wednesday business sessions of the convention will be Watson Malone III, Philadelphia lumber merchant and past-president of the National Retail Lumber Dealers Assn.; Robert A. Jones, executive vice-president of the Middle Atlantic Lumbermen's Assn.; Donald A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn.; Horace Scott, president of the Scott Lumber Co., Amarillo, Tex.; and Jack Doscher, executive director of Operation Home Improvement.

Latane Temple, president of the Southern Pine Assn. and Texas lumber manufacturer, will address the convention Thursday morning.

A panel discussion on merchandising and selling will be participated in by Jones, Campbell, and Scott Thursday morning.

Stanley Horn, veteran editor of *Southern Lumberman*, will speak at the luncheon meeting.

Don Campbell Honored

Donald A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn., has been elected president of Associated Industries of Kentucky.

Kentucky industry leaders are looking forward to greater attention to the affairs of management by the state legislature with Campbell at the helm of their group.

"More Profit in '56" Is Florida Meeting Theme

The Colonnades Hotel, located on the ocean four miles from West Palm Beach, is the site chosen for the 1956 convention of the Florida Lumber and Millwork Assn., April 19-21.

The convention committee, with George Lainhart as chairman and Ray Tylander as co-chairman, have

Look here!



**Call
Zuber for a
Beautiful point-of-view**

For your customers and for yourself there's no better point of view than WOODCO E-ZEE Loc Wood Awning Windows. Just check these patented features:

- Easy to Lock
- Sequence Air Control
- Toxic-Treated to Prevent Decay
- Extra Heavy Sash and Frame
- Double Vinyl Weather Stripping (Pat. Pend.)
- Water-Repellent Treated
- Completely Assembled



Zuber Lumber Company is the exclusive distributor for WOODCO E-ZEE Loc Wood Awning Windows in Georgia and fringe areas of surrounding states.

YOUR INQUIRIES ARE ALWAYS WELCOME

**BILL ZUBER
BRUCE BYRD**



**P. O. BOX 964
TELEPHONE CRESCENT 6404 ATLANTA 1, GEORGIA**

THE SOUTH'S OLDEST WHOLESALER AND JOBBER OF BUILDING MATERIALS



One wall of beautiful Weldwood Nakora makes a modest model home look like a million. With a conventional wall material, the dealer's profit on this wall would have been less than \$2.00. With Nakora, he made over 5 times† as much.
†Based on wall 12' x 8'.

Give builders new sales ideas and WATCH YOUR PROFITS JUMP!

Show a builder how a wood-paneled wall—costing as little as \$24—can sell his homes faster at a better price

These 6 low-cost woods help builders sell their homes at low cost to them, at a good profit to you. That's why Weldwood paneling is so easy to sell.

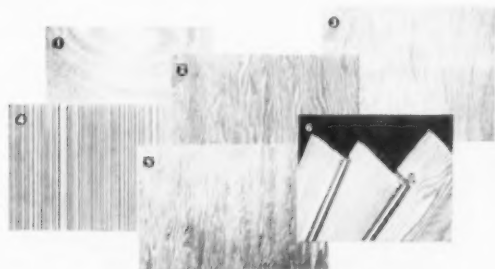
Show your builder customers the beautiful, economy-priced woods shown here—explain the dollars-and-sense of Weld-

wood paneling. For little more than the cost of many wall-papers, a builder can have all the beauty and selling power of real wood Weldwood paneling in his homes.

Your liberal markup on these panels means extra profits compared to many low-priced, low-markup wall materials. Weldwood can do some nice things for your bank account!

To help you boost builder business—we'll be glad to put our own salesmen at your disposal at any time. Ask your Weldwood representative for details, or write United States Plywood Corporation, Dept. SBS 2-56, 55 West 44th St., New York 36, New York.

**Trade Mark *All prices are retail for a wall 12' long, 8' high



1. Samara** a mahogany-type hardwood from Africa—\$24*
2. Surfwood® knotty weathered-type paneling—\$24*
3. Nakora** a blond hardwood imported from Japan—\$34*
4. Weldtex® the original striated fir paneling—\$28*
5. Sea-Swirl® weathered-look paneling without knots—\$30*
6. Surfplank® like Surfwood but in solid lumber planks—\$26*

Weldwood® The Best Known Name in Plywood 

announced that the theme will be "More Profit in '56."

The annual golf tournament will open the convention April 19, followed by a board meeting, Hoo-Hoo dinner, and dinner for the ladies. Business sessions will be held on the 20th and 21st.

OLA Founders Honored at Directors' Meeting

The founding officers and directors of the Oklahoma Lumbermen's Assn. were honored at the 10th annual

directors' meeting in Oklahoma City recently. The affair included a luncheon at the Skirvin Hotel.

Speaker for the occasion was Oscar Monrad, local banker, who talked on "How Oklahoma Taxes Favorably Affect Industry in This State."

OLA's first board of directors included the following dealers: H. G. Benson, Pawhuska; Roy T. Hoke, Stillwater; Fred Stephenson, Chickasha; Leslie Hurd, Muskogee; L. B. Adams (deceased), Ada; Walter Kelly, Tulsa; R. E. Caston, Oklahoma City; Jarvis Fry, Hugo; Robert Fraley, Ardmore; S. O. Spurrier,

Beggs; R. H. Ramsey, Holdenville; R. T. Currell, Lawton; Fred Scoggins, Enid; R. A. Parker, Ponca City; R. A. Johnson, Hobart; and Honorary Director L. F. Broderson, Oklahoma City.

The following served as first officers: president, Barney Stewart, vice-president, Walter Hinton, Altus, and treasurer, Alfred Leonhardt, Oklahoma City.

NRLDA's Schaub Names Executive Committee

Ray A. Schaub, president of the National Retail Lumber Dealers Assn., has appointed his 1956 Executive Committee.

New additions to the committee are Oertell Collins, Savannah, Ga.; Elias W. Nuttle, Denton, Md.; W. W. Anderson, Ogden, Utah; J. H. Kirk, Santa Maria, Calif., and W. B. Oldham, Dallas, Tex.

Members retained from previous years include Howard B. Rine, Cedar Falls, Iowa; Leslie G. Everitt, Kansas City, Mo.; L. R. Aldrich Jr., Billings, Mont.; C. K. Arp, Elkhorn, Wis.; Paul R. Ely, North Platte, Neb.; J. C. O'Malley, Phoenix, Ariz.; H. W. Blackstock, Seattle, Wash.; Watson Malone, Philadelphia, Pa., and Schaub, of Whiting, Ind.

Bild-A-Count Credit Plan for SLA Dealers

To help its members capture more credit sales—and make more money on them—the Southwestern Lumbermen's Assn. has introduced a new Bild-A-Count Credit Plan for its members in Kansas, Oklahoma, Missouri, and Arkansas.

As explained by Executive Vice-President Kenneth Milliken this is "a plan of credit extension which you can make available to customers with nominal monthly payments. It is especially suitable for the smaller quantity buyer — not larger sales which would normally fall in the category of FHA Title I business."

"The customer establishes his own credit limit by whatever monthly payment he can reasonably make, and to which you agree. Usually based on six months, it can be extended to 10 months to allow a larger job to be completed at one time. If a customer can pay \$10 per month, his Credit Limit on the six-month plan would be \$60. He then has a continuous Credit Limit of \$60, with payments each month of \$10 plus a small service charge. In this case, the customer can always buy up to \$60, continuing to make his monthly budget payments."

Explaining that Sears, Roebuck and Co. and many other progressive department stores are advertising,

**Another
LESLIE
EXCLUSIVE!**



LESLIE "C" SERIES FIXED LOUVER

- One model in four sizes to 140" base
- Can be used at 2/12, 2½/12 or 3/12 pitch
- Aluminum or galvanized steel
- Shipped K-D. Assembled in 7 minutes. Also available factory assembled.

for 2/12, 2½/12 or 3/12 PITCH

Now — Leslie introduces a completely new idea in louver design — the unique "C" Series Fixed Louver which can be assembled for 2/12, 2½/12 or 3/12 pitch in a few minutes.

Designed for use in contemporary style, the new "C" Series Louver has the structural strength and ease of installation of conventional fixed louvers which fit only one pitch.

Warehousing cost is minimized and stock damage eliminated by the compact (5" x 5" x length) carton used to ship the knocked-down LESLIE "C" Series Louver. If desired, "C" Series Louvers are also available factory assembled.

"C" Series Louvers can be easily assembled to any of these pitches using only a screw driver. Braces to insure rigidity of center of louver are provided in carton, together with sheet metal screws and cut-to-fit screen.

Shipped two louvers per carton, the "C" Series Louver is the versatile answer to a long-standing need for *really low pitch louvers* at a minimum unit and storage cost.

A COMPLETE LINE of Louvers and Ventilators in Aluminum or Galvanized Steel



FIXED TRIANGULAR LOUVERS
For 5/12 or 4/12 pitch. Up to 12 ft. base. Rugged, low cost, easily installed.

ROOF VENTS
Patented baffle and drip cap provide easy, weather-tight installation. 3 sizes to 120 sq. inch opening.

RECESSED FLANGE LOUVERS
Self-casing for new construction. Exclusive design features include drip edge and channel frame. Light sizes to 24 wide x 30" high.

FLUSH FLANGE LOUVERS
Rugged, all-welded design. 15 sizes to 30" wide x 24" high.

FOUNDATION VENTS
Rugged die cast aluminum. Designed to install in frame or masonry. Size 16" x 8".

UNDER EAVE VENTS
Installed on soffit in horizontal position. Low cost. Sizes: 16x4, 16x8, 48x8.

ADJUSTABLE LOUVERS
Fit 4/12 thru 12/12 pitch. 7 sizes to 92" base.

ALUMINUM Model No.	GALV. STEEL Model No.	OPENING DIMENSIONS AT						FREE AREA* (sq. in.) AT		
		2/12		2½/12		3/12		2/12	2½/12	3/12
C-4A	C-4	81½"	6¾"	79½"	8¼"	76"	9¾"	57	79	106
C-5A	C-5	101"	8¾"	98"	10¼"	95"	12"	106	145	194
C-6A	C-6	120½"	10"	117"	12¼"	114"	14¼"	171	232	309
C-7A	C-7	140"	11¾"	136"	14¼"	133"	16¾"	252	340	450

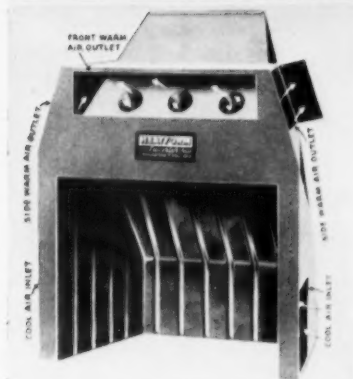
*The net free areas shown hereon allow for every restriction, including the restriction of the 8 mesh screen required by F.H.A.

LESLIE WELDING CO., INC.
2941 West Carroll Avenue Chicago 12, Ill.

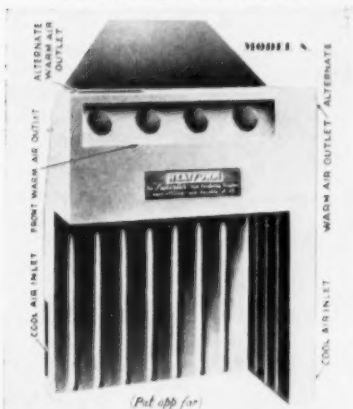
Ask your Supplier for Complete details and copies of the LESLIE LOUVERS Catalog

HEATFORMS* and Superior FORM DAMPERS

FOR BETTER & TROUBLE-FREE FIREPLACES



HEATFORM Model "A" for conventional fireplaces. (Damper is built-in).



HEATFORM Model "S" for modern corner fireplaces, with view of fire from front and either side. (Damper is built-in).



HEATFORM Model "M" for fireplaces with view of the fire from front and both sides. (Damper is built-in).

Dealers, Architects, Engineers, Draftsmen,
Home Building & Masonry Contractors
WRITE TODAY
for Complimentary FILE KIT of literature on this
efficient and profitable line of Fireplace Equipment

HEATFORM
The Superior Heat
Circulating Fireplace Unit

(shown at left)

HEATFORM consists of fire-box, throat, smoke-dome, and properly hinged and operated damper. It is a perfect guide for masonry —hearth to flue.

HEATFORM air chambers capture and circulate heat (otherwise lost up the chimney by the old-fashioned fireplace) heating entire room and warming adjoining rooms.

HEATFORM adds but little to the cost of the finished fireplace, because it saves some materials and labor necessary in the construction of the ordinary fireplace.

SUPERIOR FORM DAMPERS

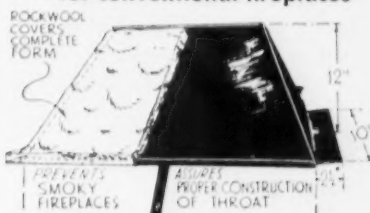
(shown at right)

To be used only when the extra heat of the HEATFORM is not essential.

Thirty years ago, our engineers found the ordinary dome damper was unsatisfactory, as it gave no protection against smoke troubles, nor was there any provision made to absorb metal expansion to prevent cracking of the masonry. Therefore, we developed the Superior Form Damper. Its wide throat, high form, and properly hinged and operated damper avoid construction mistakes and assure perfect draft.

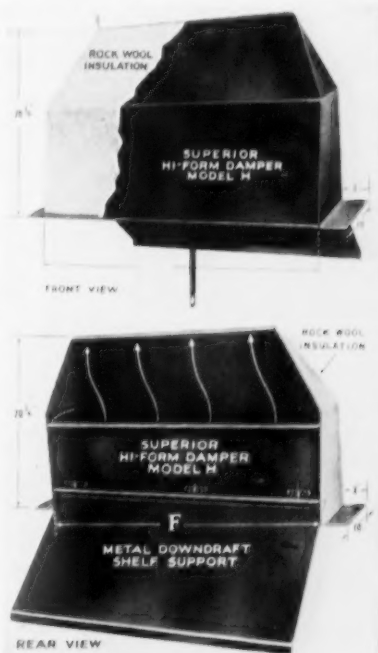
(*) HEATFORM registered trademark of Superior Fireplace Co. PAT. APPLIED FOR

SUPERIOR MODEL "L" DAMPER —for conventional fireplaces



SUPERIOR HI-FORM DAMPER (Model "H")

The new damper developed by Superior engineers to be used in modern fireplaces with two or three sides open; also for those opening through between two rooms.



SOLD ONLY THROUGH BUILDING MATERIAL DEALERS. PROMPT SERVICE FROM OUR
TWO FACTORIES SERVING DISTRIBUTORS THROUGHOUT ALL TRADE AREAS IN U. S. A.

PLEASE IDENTIFY YOUR PROFESSION OR TRADE WHEN WRITING FOR FREE FILE KIT

SUPERIOR FIREPLACE CO.

Dept. SBS 561
1708 E. 15th St.,
LOS ANGELES 21, CALIF.

Dept. SBS 561
601 North Point Road
BALTIMORE 6, MARYLAND

promoting, and cashing in on this type of small revolving credit service, Milliken said the plan accomplishes these important things:

1. Allows the customer to buy on a basis that he can afford.

2. Eliminates the bothersome and costly open accounts that sometime take months to collect and earn nothing.

3. Through the service or handling charge, the accounts become more profitable.

4. Keeps the customers happy and current.

5. Brings the customers back for more purchases.

Four types of service or handling charges for such credit service were found in the SLA survey for the plan: 1 per cent per dollar balance, added to the monthly payment; 1.5 cents for each dollar of unpaid balance; Sears, Roebuck's charge of 45 cents on a \$30 balance; or fixed monthly charge of 50 cents on balance of \$50 or less, or 75 cents on larger balance.

The Southwestern Lumbermen's Assn. has prepared six-month and 10-month revolving Bild-A-Count application forms and a folder of "Questions and Answers" on the credit plan. These can be bought by dealer members at nominal cost.

Consulted bankers have agreed that the plan is "a forward step by lumber dealers in handling credit business," Milliken reported. He said dealers should find their local banker willing to provide any needed financial support to put the plan in action.

Coastal Bend Dealers Name New Officers

Directors of the Coastal Bend Retail Lumber Dealers Assn., Corpus Christi, Tex., recently elected Tom Lankford as president for 1956. New officers were installed at a January 13 dance.

Other officers elected were O. T. Nicholson, vice - president; King Copeland, secretary, and A. G. Engelking, treasurer.

Directors include A. J. McCall, O. T. Nicholson, Phil Magee, Hano Scheel, King Copeland, Jack Ryan, Tom Lankford, A. G. Engelking, Tom Howell, C. B. Smith, B. L. Moorehouse, and Leroy Baskin.

Heads N. O. Dealers

Bernard Goldsmith is new president of the Retail Lumber Dealers Assn. of New Orleans, La. The group meets monthly.

Other new officers are Edward B. Baldinger Jr., first vice-president; Sam Cohen, second vice-president; Earl S. Robinson Jr., secretary, and Mrs. Nina Meredith, treasurer.

CONVENTION CALENDAR

February 7-9: **Tennessee Building Material Assn.**, Patten Hotel, Chattanooga.

February 15-17: **Virginia Building Material Assn.**, Hotel Roanoke, Roanoke.

February 24-25: **West Virginia Lumber and Builders Supply Dealers Assn.**, Daniel Boone Hotel, Charleston. Exhibits.

February 28-29 and March 1: **Carolina Lumber and Building Supply Assn.**, Coliseum, Charlotte, N. C. Exhibits.

March 14-15: **Louisiana Building Material Dealers Assn.**, Jung Hotel, New Orleans. Exhibits.

March 22-23: **Mississippi Retail Lumber Dealers Assn.**, Buena Vista Hotel, Biloxi. Exhibits.

April 15-17: **Lumbermen's Assn. of Texas**, Coliseum, San Antonio. Exhibits.

April 16-18: **Building Material Merchants of Georgia**, General Oglethorpe Hotel, Savannah.

April 17-18: **Kansas Lumbermen's Assn.**, Lamer Hotel, Salina.

April 19-21: **Florida Lumber and Millwork Assn.**, Colonnades Hotel, Palm Beach Shores.

May 13-18: **National Retail Lumber Dealer's Assn.**, spring board of directors meeting, Shoreham Hotel, Washington, D. C.

December 10-13: Building Products Exposition and Clinics of **National Retail Lumber Dealers Assn.**, Conrad Hilton Hotel, Chicago. Exhibits.

Okla. Dealer Courses

In cooperation with Oklahoma A and M College and A and M Tech, the Oklahoma Lumbermen's Assn. is offering three day-and-night short courses for dealer personnel in light construction and in selling to specialized persons.

The light construction course will be offered at the college in Stillwater, March 8-10. A \$15 fee takes care of tuition and books.

The second course, "How to Sell the Professional Mechanic," also offered for \$15, will be held at Oklahoma A and M Tech in Okmulgee, April 11-13.

Tulsans Elect Spillman

M. T. Spillman, co-owner of the East Side Lumber Co., was elected president of the Tulsa (Okla.) Lumbermen's Assn. at its recent annual meeting.

Other officers for 1956 are J. Ray Smith, Commercial Lumber Co., vice-president, and F. H. Geiler, Mill Creek Lumber and Supply Co., secretary-treasurer. C. E. Marshall was reappointed to his fifth term as secretary-manager.

The Tulsa board includes Olaf Higgins, C. E. Montgomery, Dale Carter, Ira Crews, H. H. Poarch, E. W. Dixon, and Ray Smith.

Management Conferences Head Virginia Program

Two management conferences will highlight the 30th anniversary meeting of the Virginia Building Material Assn. in Roanoke, February 15-17, at the Roanoke Hotel.

The two conferences will cover such topics as Dynamics of Marketing, Material Handling, Budget Selling, How to Meet Cut-Price Competition. Another session will cover "Dealer Gripes," with opportunity for members to express and tackle operating problems first hand.

Herbert R. Hill will explain the progress of the association's group insurance program, and FHA's C. B. Sweet will discuss his agency's function. Dwight L. Davis, Charlotte, N. C., will talk on "Our 1956 Sales Challenge." "Employer-Employee Relations" will be covered by J. Clifford Miller Jr., Richmond.

To Head Brazos Valley

The Brazos Valley Lumbermen's Assn. recently elected Ira Kelley as its president for 1956. Kelley heads the Howell Lumber Co. in Bryan, Tex.

Vice-president is C. E. Hall, City Lumber Co., Huntsville. Secretary-treasurer is G. E. Jaehne, Woodson Lumber Co., Bryan.

Tenn. Dealers Convene

The program planned for the 31st annual convention of the Tennessee Building Material Assn., at the Patten Hotel in Chattanooga, February 7-9, is packed with ideas for increasing dealers' profits.

Dillard Munford, Atlanta, head of Munford Do-It-Yourself stores, will discuss "Making Money from Do-It-Yourself Business." Fred R. Stair, Knoxville dealer and FHA director, will tell "How The FHA Can Help Your Business."

State lien laws, use of cost surveys, workmen's compensation and group life and hospital insurance, and an explanation of the wage and hour law also will be featured.

the NEW NATIONAL

are loaded with
SALES FEATURES

These versatile windows are designed to fit any style of architecture by stacking them, grouping them, or setting them in ribbons. All screens, hardware and weatherstrip are factory installed. Glass is bedded in putty, and all wood parts are chemically treated. They save builders time and trouble, they save you inventory—there are only six sizes to stock.

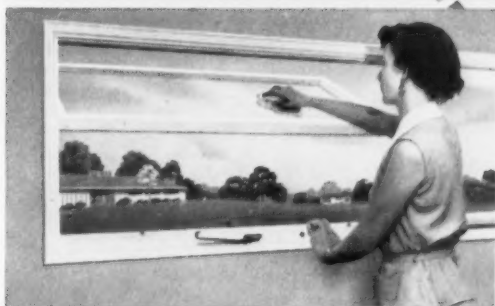


● STACK THEM

● GROUP THEM

● SET THEM IN RIBBONS

OPERATING HARDWARE



PUSH BAR HARDWARE

The newly designed, bronze push-bar hardware is double hinged so that it folds neatly out of the way in either the completely closed or half-closed position. The push bar can be disengaged in a moment to allow the sash to be opened completely for easy inside and outside cleaning. The windows are operated entirely independent of the screen.



ROTO HARDWARE

The specially designed roto hardware is the finest on the market today. The operating gear is concealed by an aluminum cover stop for full protection and to keep it dust-free. The scissors-type operating arms give positive control for any width opening. Snap-on release catch permits the sash to be disengaged for easy cleaning of the outside glass. The handle and gears are completely free from the all-aluminum screen.



In addition to the fastest selling wood windows, National Woodworks offers a complete line of woodwork that has outstanding advantages for dealers. It will pay you to investigate today. Write direct to:

NATIONAL WOODWORKS, INC.

BOX 5416 / 2201 29TH AVENUE, NORTH / BIRMINGHAM 7, ALABAMA

Manufacturers of National Quality Seal Windows and National Ready Hung Door Units

S. W. Wholesalers Go to Factory for Products Knowledge



By **MERLE H. NICHOLSON**
Vice-President and General Manager,
Rounds & Porter Co., Wichita, Kan.

THE MANAGEMENT of the Rounds and Porter Co. (Kansas and Oklahoma) and Rounds and Palmer Co.

(Texas) believe in giving our managers and salesmen as much product knowledge as possible to help in our distribution of building materials as wholesalers. The best way to gain this knowledge is by personal visitations to the factories where the products we sell are made.

Early in 1955, steel mills and roofing plants were visited by our personnel.

In December, 1955, the most exciting and, perhaps, the most educational trip was taken and experienced by 31 people, including salesmen, local managers, and top management of these two companies.

Employees from Wichita, Dodge City, and Concordia, Kan.; Oklahoma City, Tulsa, and Altus, Okla., and Fort Worth, Tex., met at the Rounds and Palmer warehouse in Dallas, Tex. There we boarded a chartered bus at 1 p. m. December 16, with New Orleans as our final destination.

Making the factory visitation trip and seen beside the chartered bus in the above photograph were the following men:

From Fort Worth—Cecil Williams, Ray Coleman, and Ross Morgan. From Dallas — Ben Dean, Carroll Wolcott, Raford Cade, Thurston Powell, George Mullins, and Dick Palmer.

From Concordia, Kan. — Harry Gibney and Gene Smith. From Wichita — Arnold Colvin, Cecil Mathis, Merle Nicholson, Ed Truesdell, Wayne Smith, W. O. Palmer, Lester Neff, and Dwight Rounds. From Dodge City — Hayes Ludvickson, and Guy Spencer.

From Altus, Okla. — Fred Ray, Roy Thurman, and Dearn Selby. From Tulsa — Ray Dillman, Warren Soderstrom, and Dwight Harrison. From Oklahoma City — Bert Rodgers, Don Whittner, Dale Smith, and Lyle Simmons.

After a night's rest at Shreveport, our party got an early start the next morning. The schedule of activities in New Orleans allowed liberty Saturday afternoon and evening, except for a company dinner at Broussard's. Sunday afternoon our party took a boat trip on the Mississippi in the S. S. President.

Monday, we were shown through

WHOLESALE NEWS



HEAD MEMPHIS LUMBERMEN'S CLUB FOR 1956

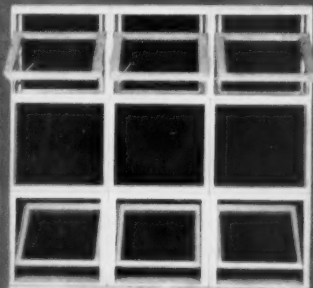
New officers of the Lumbermen's Club of Memphis for 1956 are shown above following the recent hard-fought election. Left to right, they include Jerry Sumrall, second vice-president; John T. Silk, president, and Steve Frazier, first vice-president. Silk heads his own wholesale lumber company and is a member of the Hoo-Hoo fraternity's national Supreme Nine. Sumrall heads his own wholesale lumber firm. Frazier is with the E. L. Bruce Co. Paul Miller, of *National Hardwood* magazine, is secretary-treasurer of the Memphis wholesale club. Bronze plaques on figured red gum bases were presented to S. N. Nickey Sr., Frank A. Conkling, and John W. McClure signaling 50 years' club membership.

NOW... for the first time it is possible to select **EXACTLY** the type of window you require with

Woodco **SECTIONAL** Windows

for the Beautiful point-of-view...

SINGLE LIGHT UNITS that permit any desired window arrangement ...easily, quickly



If you desire the dramatic sweep of a straight Woodco **HOMESTEADER** panel type window, then select

Woodco **SECTIONALS**

that blend into an exciting gallery of light and ventilation.

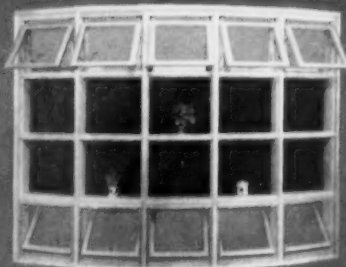


BASIC AWNING ROTOR-OPERATED

GLAZED WITH DOUBLE-STRENGTH "A" QUALITY GLASS
(Insulating Glass Optional)



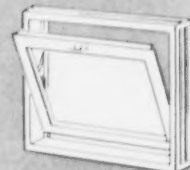
BASIC STATIONARY UNIT



If your plans call for the graceful curve of a Woodco **BOWBAY** window, then choose

Woodco **SECTIONALS**

that flow into exactly the type of architectural line required.



BASIC HOPPER UNIT

There is a combination of **Woodco **SECTIONALS**** for any of hundreds of possible arrangements.

Write for further information, specifications and prices to:



ROCKWELL of RANDOLPH, Inc.

Manufacturers of Woodco Products and Stock Millwork

Randolph, Wisconsin

another fine product of the famous Woodco family

the modern and expansive Celotex plant. With Dudley Utter, Celotex sales manager at Dallas, in charge, we toured New Orleans Monday afternoon in our chartered bus. Our other Celotex hosts in New Orleans were Ernie Rautenberg of Chicago, Arch Borron and Lou Jarodsky of Kansas City, and Carlton Maier of New Orleans.

Our educational tour was only partially complete when we left New Orleans Monday morning. At noon we visited and toured the A & F

Tileboard plant in Alexandria. Our hosts were Joe Whiteman and W. R. Frye. After a fine lunch, we were on our way to Shreveport.

After registering at the hotel, we were guests at a cocktail party and buffet supper in the home of Mr. and Mrs. Stanton Dossett. He is president of the Caddo Door and Veneer Co. Sales Manager Jim Flowers and his lovely wife assisted in making the evening most pleasant.

We had the pleasure Tuesday morning of touring the Caddo door

and veneer plant. For many of our group, it was the first experience in witnessing the manufacture of flush doors. Our party arrived back in Dallas at 4 p.m. that day.

The success of this trip was of such significance that plans for future excursions and visitations by our personnel are in the offing.

STRICTLY WHOLESALE

MEMPHIS, TENN.: The Billingsley Floor and Blind Co. has been appointed distributor for Splendor, Inc., manufacturer of Splendor custom-built, solid panel, accordion type folding doors. The Billingsley firm will distribute the doors throughout the middle South.

KANSAS CITY, MO.: The wholesale business of the Noll-Welty has been taken over by the Noll Lumber Co., a new corporation. William H. Noll is president and a grandson of one of the founders of the Noll-Welty firm. Former manager of the old firm, Francis L. Faunce, is now vice-president of the new company. Charles W. Arend is treasurer. The Noll-Welty Lumber Co. continues as a retail firm.

FORT WORTH, TEX.: William Harris has been elected a vice-president of the Apache Co., wholesale lumber firm and one of the nation's largest distributors of oak flooring. He will head a new West Coast sales division.

CHARTERS OF INCORPORATION: McGinnis Distributing Co., Inc., Meridian, Miss.

LOUISVILLE, KY.: To better serve dealers in the Louisville metropolitan area, the Huttig Sash and Door Co. has split the sales territory between veteran W. O. Bode and Robert L. Krieger. Krieger was transferred from the Lexington territory by Branch Manager Luke Blutworth. Krieger previously was with the St. Louis Sash and Door Co. His successor for Huttig in the Lexington territory is W. W. (Bill) Winfree, former sales representative for Steel Door Corp., makers of Berry garage doors.

JACKSONVILLE, FLA.: C. T. (Bill) Parsons, editor of the Southern Lumber Journal since 1937, resigned to become a salesman for the Forsyth Lumber Sales Co. He is calling on lumber retailers in Florida for this firm in which the principals are J. H. Bailey and J. B. McCall. A graduate of the University of Florida, Parsons edited the Florida Municipal Record and served with newspapers before his service with the trade journal.

R. F. Slaughter Lumber Corporation
LUMBER, MILLWORK AND BUILDING MATERIAL
PHOEBUS, VIRGINIA
May 23, 1955

Binswanger & Company
Leigh & Rosemeath Road
Richmond, Virginia

Gentlemen:

Please ship immediately the following AIR SEAL WINDOW UNITS:

6	2'-8" x 4'-6"	12 LT.SS.
6	2'-4" x 3'-2"	"
1	Twin 3'-0" x 3'-6"	"
8	2'-4" x 3'-2"	"
7	3'-0" x 3'-2"	"
2	2'-4" x 3'-2"	"
6	2'-4" x 3'-2"	"
1	Twin 3'-0" x 3'-6"	"
5	"	"
1	"	"
4	"	"

*This order of 63 units
is the 21st order from
R. F. Slaughter Lumber Corp.
in 30 days! Isn't that the
best possible proof
Air Seals sell
faster?*

WHY DO

Air Seals SELL FASTER?

BECAUSE... Lowest cost, high quality window unit. Easiest operating, too. Never sticks, never binds. Order AIR SEALS now for bigger window unit profits!

SOLD ONLY THROUGH SASH & DOOR DEALERS
Manufactured By
FOUNDED 1872
BINSWANGER & Co.
INCORPORATED

3300 W. LEIGH ST. RICHMOND, VA.	334 WORTH ST. FAYETTEVILLE, N. C.	MACON & WASHINGTON STS. GREENSBORO, N. C.	206 5TH ST. N.W. ROANOKE, VA.
723 KEITH DRIVE GREENVILLE, S. C.	1800 LAUREL ST. COLUMBIA, S. C.	200 N. LAWSON ST. FLORENCE, S. C.	951 FIFTH ST. MACON, GA.

Other Branches At:

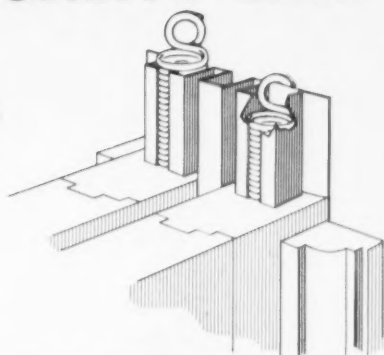
LITTLE ROCK	MEMPHIS	SHREVEPORT	NEW ORLEANS	HOUSTON	AUSTIN
FORT WORTH	DALLAS	BEAUMONT	PORT ARTHUR	BAYTOWN	



The COMPLETE QUALITY LINE

MASTER- MATIC

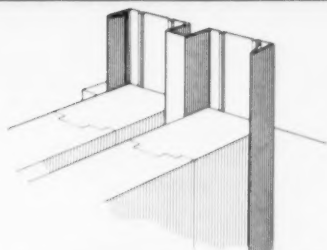
No. 1400



One-piece sash balance and weatherstrip combination unit. A high-quality superior unit, especially designed for PRE-FIT WINDOW UNIT MANUFACTURERS. Ideal for first line-top quality window units.

MASTER- LINER

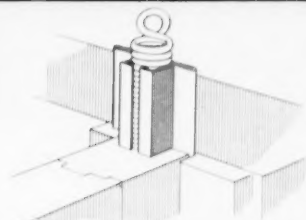
No. 440



One-piece full jamb liner. A high-quality aluminum weatherstrip unit adaptable for use with ANY TYPE SASH BALANCE, such as spiral, tape, clock spring, etc.

MASTER NO-DRAFT

No. 400



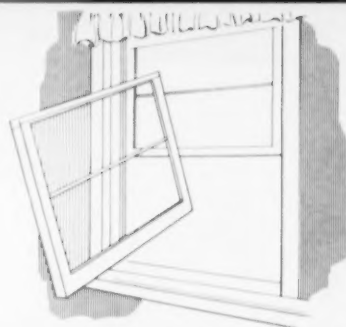
Sash Balance and Weatherstrip Combination Unit. The "original" and most widely copied spring sash balance unit for "on the site installation". Excellent for new construction, repair, or home improvement.

SASH-BALANCES AND WEATHERSTRIPS

MMR

MASTER-MATIC
REMOVABLE

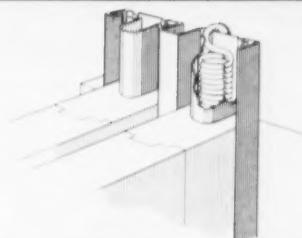
No. 2500



Removable sash hardware. For application with the Master-Matic Unit making a completely balanced, removable sash window.

MASTER- THRIFT

No. 880



One-piece sash balance and weatherstrip combination economy unit offering all the advantages of the Master-Liner, plus an efficient sash balance. Ideal for low cost-economy window units.



COMPLETE EQUIPMENT FOR

- DOUBLE-HUNG WOOD WINDOWS
- CASEMENT-AWNING-HOPPER TYPE WOOD SASH
- HORIZONTAL SLIDING WOOD SASH
- WOOD DOORS
- METAL WINDOWS AND METAL DOORS

A FULL LINE OF BRASS & ALUMINUM THRESHOLDS!

MASTER METAL STRIP SERVICE, Inc.

1744 NORTH KILBOURN AVENUE • CHICAGO 39, ILLINOIS

MANUFACTURER NEWS

NEW YORK, N. Y.: The **Ruberoid Co.** has established a new department for the sale of industrial products. Harry A. King is manager and Thomas J. Walters assistant manager.

SHREVEPORT, LA.: George W. Zumwinkle has been named sales representative for **Insulite** building products in Louisiana, excluding New Orleans and counties bordering Mississippi and Texas. He was transferred from the Chicago, Ill., office.

CHICAGO, ILL.: Peter S. Pedersen Jr. has been named president of the **Wonder Building Corp. of America**, manufacturer of prefabricated steel buildings. He succeeded his father, who became chairman of the board.

PORTLAND, ORE.: Harold Olson has been appointed to the promotion staff of the **Western Pine Assn.** He has been a district manager of American Forest Products Industries for the past 10 years and before that was a newspaperman.

ATLANTA, GA.: The **Shower Door Co. of America**, "world's largest manufacturer of shower doors, tub enclosures, and daylight shower stalls," has been awarded Sunrise magazine's award for progress in product engineering and design. The basis for this award was the general improvements in the extended sections used on enclosures.

PORTLAND, ORE.: Emanuel Fritz, consulting forester for the **California Redwood Assn.**, received the 1955 Western Forestry Award December 9. The handsome plaque, which designated Fritz as an outstanding leader in forestry, was presented at the 46th annual conference of the Western Forestry and Conservation Assn.

MONROVIA, CALIF.: Carlson and Sullivan, maker of steel rules and measures, has been sold to the **H. K. Porter Co.** of Pittsburgh. It will be operated as part of Porter's new Henry Disston division.

ORANGEBURG, N. Y.: Thomas R. Cataldo has been appointed under-floor duct sales manager of the **Orangeburg Manufacturing Co., Inc.** He is a former district sales manager for the Hoover Co.'s electric motor division.

ROCKVILLE, CONN.: The **Albi Manufacturing Co.** has announced the appointment of Bernard J. Tyler, director of sales, as a vice-president. The appointment initiates an expansion program for the sales division, in connection with Albi's fire-retardant paints.

SAN ANTONIO, TEX.: Ellery

Cowan is now representing **Barrett** roofing products in the south Texas area served by George C. Vaughan & Sons from San Antonio. Cowan formerly sold Certain-teed materials.

PITTSBURGH, PA.: Ralph V. Reigen is now vice-president in charge of glass manufacturing for the **Pittsburgh Plate Glass Co.** He succeeded David G. Hill, who was elected president on December 14.

CLEVELAND, OHIO: **Viking Air Products** is the new name of the former Viking Air Conditioning, a division of the National-U. S. Radiator Corp.

ELYRIA, OHIO: The **Colson Corp.**, makers of material-handling equipment and wheeled products, has

been appointed distributor for products of **Structo System, Inc.** Structo makes slotted steel framework angles. Both firms are located in Elyria.

ORANGE, VA.: William F. Scott, manager of the building products division of **Virginia Metal Products, Inc.**, has been appointed chairman of the Steel Door Institute for 1956.

HAMPTON, S. C.: The **Plywoods-Plastics Corp.**, a subsidiary of the Westinghouse Electric Corp. since 1950, is now a full-fledged Westinghouse plant, according to George H. McBride, manager of the Micarta Division. The new official name is Hampton Plant of Micarta Division.

MERIDIAN, MISS.: Plans have been announced to start construction of the **Kroehler Manufacturing Co.** plant here. The plant will include chip board machinery, debarking equipment, and a sawmill.

WEST HELENA, ARK.: J. H. Dunn has been elected president of the **Chicago Mill and Lumber Co.**, which operates a plant at West Helena. He succeeded Charles W. Gerlach and has moved to Chicago.

DAYTON, OHIO: The name of the Dayton Pump and Manufacturing Co. has been changed to the **Tait Manufacturing Co.**, in honor of Frank M. Tait, chairman of the board who founded the firm in 1908. Tait recently established the Frank M. Tait Foundation to give financial aid in the development of charitable causes and donated assets of the Dayton pump to the foundation.

MONTGOMERY, ALA.: Executive Vice-President E. E. Hale, Hilton Watson, and Mrs. Nancy Clarke are occupying new offices of the **Alabama Forest Products Assn.** on the third floor of the new Davis Building here. It is located on Catoma Street, near Montgomery Street.

CHICAGO, ILL.: The **Berns Manufacturing Corp.** has added 25,000 square feet of space to plant facilities. The introduction of kitchen ventilating hoods has partly necessitated the expansion of manufacturing space.

SANFORD, N. C.: The **Makepeace Millwork Co.** was virtually destroyed in a recent \$300,000 fire. W. R. Makepeace, owner, said his firm carried no insurance but that it would try to rebuild immediately.

CLEVELAND, TENN.: **Dixie Products, Inc.**, has appointed four gas range sales representatives. Charles P. Connally Jr. is in northern Texas; James N. Jensen, Colorado and

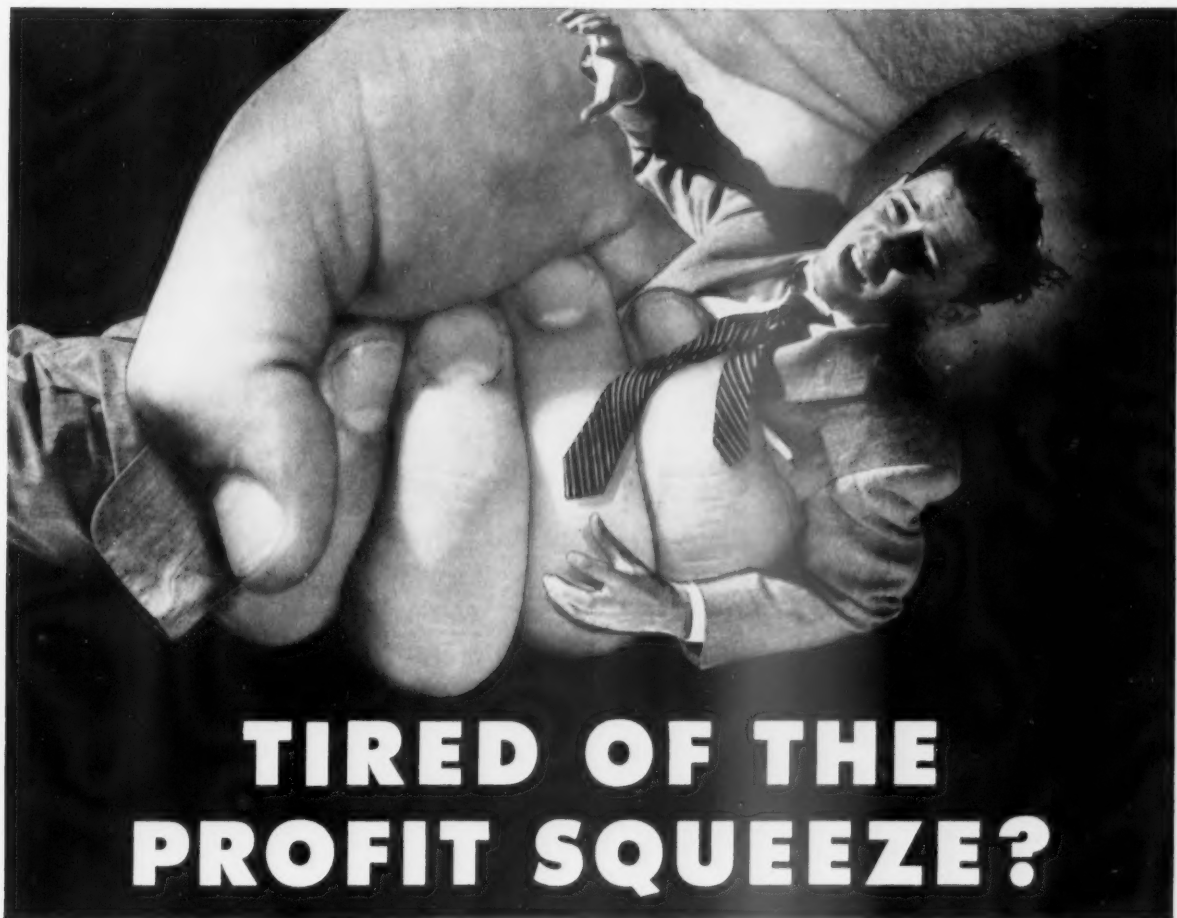
Atlas Plywood Combines Flush Doors, Paneling



CHARLES H. ABBOTT, above, has joined the **Atlas Plywood Corp.**, Boston, Mass., as sales manager of the door and panel division.

His appointment marks the creation of a new department charged with direct responsibility for the sale of flush doors and plywood paneling, previously sold through separate departments.

Before joining the Atlas organization, Abbott had been vice-president and general sales manager of the General Plywood Corp. of Louisville, Ky. A graduate of Yale University and St. Lawrence University's law school, he was a top executive of the Office of Price Administration during World War II.



TIRED OF THE PROFIT SQUEEZE?

TIRED of handling space-consuming, low-profit items—of investing a lot of capital in heavy equipment and inventories, just to stay in business?

BEST-VENT windows turn over fast, require little warehouse space. We carry huge inventories to back up our dealers. Fast delivery means you have no "out-losses."

TIRED of missing your fair share of the fabulous aluminum window market?

BEST-VENT is a custom-quality window, sensibly priced. Designed in consultation with window-conscious builders. Twelve exclusive features!

TIRED of being by-passed by manufacturers who sell direct to builders?

BEST-VENT windows are sold only through dealers. This 100% dealer policy means you get your rightful profit on every sale!

TIRED of carrying the merchandising load yourself, without help from your manufacturer-supplier?

BEST-VENT windows are promoted through national advertising. This pre-sells your prospects—yet doesn't cost you a penny!

BEST-VENT is the only primary aluminum window that opens top and bottom simultaneously, creating gentle, draft-free ventilation. There's nothing like it on the market, yet it's just one of the fine primary aluminum windows in the Per-Fit line—double hungs, sliders, picture windows, window walls, storm sash and screens.

PER-FIT PRODUCTS CORPORATION A *Spielmaier* Industry

**IF THESE POINTS HIT HOME WITH YOU
OUR STORY IS WORTH YOUR TIME!**

*Just fill in this coupon for full details on
how you can beat the profit squeeze!*



Per-Fit Products Corporation
1106 East 52nd Street
Indianapolis, Indiana

Yes! I want to beat that profit squeeze! Give me the facts I need!

Name

Address

City State

**BEAT THE PROFIT SQUEEZE
BY SELLING NEW**

BEST-VENT®

PRIMARY ALUMINUM WINDOW

bordering states; Max R. Bowlin, Kansas and two other states, and Charles S. Broadhurst in Alabama and parts of Georgia and Florida.

SAN FRANCISCO, CALIF.: George B. McClellan has been appointed sales manager of the **William Wallace Co.**, makers of Metalbestos gas vent pipe. He has been with the firm for nine years, serving as sales promotion manager during the past year.

LIMA, OHIO: A modern new plant is under construction for the **Lima Register Co.** It will provide greater production facilities to meet in-

creased demands for Lima diffusers, registers, and grilles. It is scheduled for completion early this summer.

MIAMI, FLA.: The **Reynolds Metals Co.** has boosted the status of its Miami sales office to that of a divisional office. Headquarters have been moved to the Ingraham Building, tripling its space.

HUNTINGTON, IND.: The **Baldwin-Hill Co.** has expanded its manufacturing facilities at Huntington. Its new equipment will make mineral wool felts of greater densities than those commonly produced heretofore. The firm produces mineral

wool insulating materials, including a sheet duct insulation.

ROME, GA.: William B. Ross now represents the **Fairbanks Co.** in the Alabama-Tennessee territory. The announcement was made by James J. Ragland, manager of the Southern area branch office and warehouse in Rome, Ga.

ATLANTA, GA.: The **Whirlpool-Seeger Corp.** has opened a Southeastern regional sales office here. Riley N. Stone is regional manager.

DALLAS, TEX.: James V. Baxter is regional sales manager of the new Southwestern office of the **Whirlpool-Seeger Corp.**, opened in the Meadows Building in Dallas.

PORT WASHINGTON, N. Y.: Edward C. Koch has been made manager of the **Johns-Manville Corp.**'s market surveys department. He succeeded the late E. A. Phoenix. He will study markets and methods of distribution and related problems.

HOUSTON, TEX.: Seymour Milstein, president of the **Mastic Tile Corp. of America**, has announced that his firm has increased productive capacity of its resilient tile flooring products through operation of two new production lines.

BIRMINGHAM, ALA.: J. W. Kinnear Jr. has been appointed vice-president for operations, for the **Tennessee Coal and Iron Division** of the U. S. Steel Corp. He succeeded J. M. Spearman, who is now assistant to the president.

REHOBOTH, MASS.: Paul F. Handley has been made sales manager of the tile division of the **Porcelain Enamel Products Corp.**, a subsidiary of the Bettinger Corp. He will be in charge of promotional activities for Veos tile, the firm's major product. William F. May Jr. has been appointed Handley's assistant.

WEST PLAINS, MO.: Work is under way on a new \$200,000 flooring mill for the **Hayes Brothers Co.** When completed, the plant will produce around 30,000 board feet of flooring each eight-hour shift.

MT. VERNON, GA.: The **Oconee Oak Flooring Co.** has been chartered to operate here by three Alabamians. C. D. Johnson is president; W. C. White, vice-president, and E. B. Mills, secretary-treasurer. The firm represents an investment exceeding \$125,000,000 and will work 50 men besides the woodsmen and trucking crews. The capacity is about 25,000 board feet a day.

CINCINNATI, OHIO: **General Electric** has formed a new construction materials sales district comprising the trading areas of Cincinnati, Dayton, and Columbus, Ohio, Indianapolis and the southern half of Indiana; Charleston and Parkersburg, W. Va., and all of Kentucky.

Coming in your April

SOUTHERN BUILDING SUPPLIES

Parade of New Products

1. New Products for you to sell profitably.
2. New Equipment for you to use profitably.

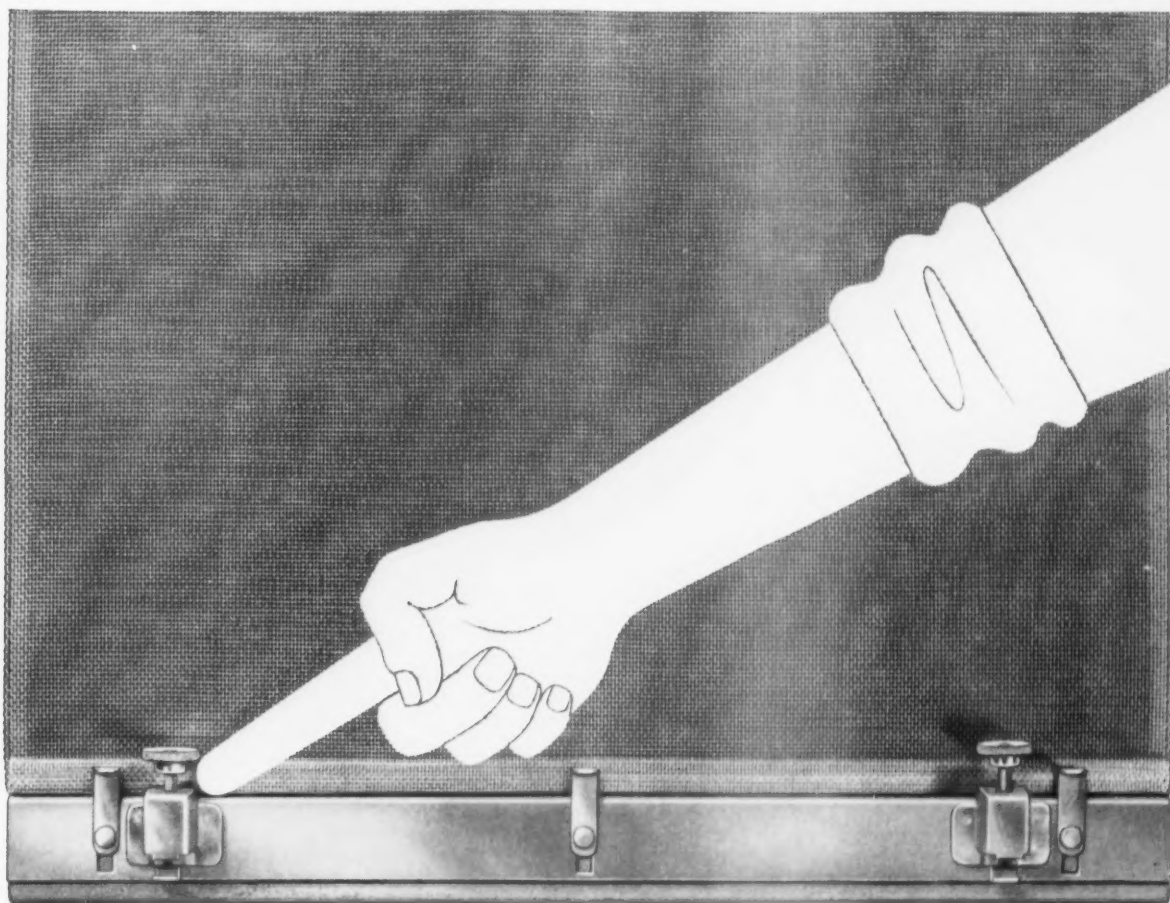
Texas Convention Preview

Full program details and list of exhibitors
for the 70th annual convention-exposition of
the Lumbermen's Association of Texas
Coliseum — San Antonio — April 15, 16, 17.

Be sure to read your April

SOUTHERN BUILDING SUPPLIES

serving dealers and wholesalers of
lumber and building materials in
18 Southern and Southwestern states



This simple, adjustable tension catch is a *big* sales feature

... and it's exclusive with Keystone Tension Screens

Keystone Aluminum Frameless Tension Screens combine all-round quality and design features that spell *more* sales in the expanding convenience market.

Perfect fit for any window Keystone Tension Screens are made to fit all standard windows, and Keystone design means a perfect, snug fit every time.

Unmistakable Keystone quality Dependable Keystone quality through and through... Insect wire screening is Keystone 18 x 14 mesh stain-proof aluminum with straight-edge selvage of special 5 flat wires.

Exclusive features mean sales If it's sales you're after, it's Keystone you want. Take every advantage of the sales power behind Keystone. Write today for the name of your nearest wholesaler or distributor. *Write to Keystone Wire Cloth Co., Hanover, Pa.*

KEYSTONE

WIRE CLOTH COMPANY

Hanover, Pa. Fostoria, Ohio

with headquarters in Cincinnati. Linvill L. Young was named manager of this Mid-States district.

GRAYSLAKE, ILL.: Reeve W. Luxmore has been appointed general field sales supervisor, a newly-created post, for **Burgess Vibrocrafters, Inc.** Previously, Luxmore handled special promotions for the company.

BENTON HARBOR, MICH.: The **Clark Equipment Co.** is expanding its construction machinery division plant by 50 per cent. The opening of a new headquarters administrative building climaxed a 100,000-square-foot expansion started 11 months ago. Clarence E. Killebrew is vice-president in charge of this division.

LITTLE ROCK, ARK.: The Arkansas Foundation of Associated Colleges received gifts totaling \$7,000 recently from two south Arkansas lumber companies. They were the **Fordyce Lumber Co.**, which gave \$5,000, and the **Crossett Lumber Co.**, that sent \$2,000.

DALLAS, TEX.: Walter R. Cook has joined **Texas Industries, Inc.**, as assistant to President Ralph Rogers. He will investigate other companies for possible acquisition by Texas Industries. Cook formerly was with

Ernst and Ernst, a national CPA firm.

ALEXANDRIA, LA.: The **Roy O. Martin Lumber Co.** has increased its authorized capital stock from \$2 million to \$3 million. The increase will be devoted primarily to development of timberlands and plant improvements, according to President Martin.

CHARTERS OF INCORPORATION: **Duncan-Eppard Lumber Co.**, Shady Springs, W. Va.

Bonnell Firm Buys Trimedge of Georgia, Inc.

Sale of Trimedge of Georgia, Inc., to the William L. Bonnell Co., by Trimedge, Inc., of Youngstown, Ohio, has been announced by Marvin H. Itts, chairman of the latter's board. Trimedge of Georgia was established in Newnan, Ga., two years ago by the Ohio firm as its producing unit for aluminum decorative mouldings.

President, chairman of the board, and principal stockholder of the new owner is William L. Bonnell of Newnan, who also is president and general manager of Trimedge, Inc., in Ohio. He has been in the aluminum moulding industry for 25 years, 15

as co-founder and principal in the B & T Metals Co. of Columbus, Ohio, and 10 with Trimedge, Inc.

The William L. Bonnell Co. acquired Trimedge's 67 franchised distributors and all of its trademarks. The Georgia Trimedge plant employs over 500 people. It has produced over a million pounds of aluminum alloy extrusions monthly.

Executive vice-president of the Bonnell firm is M. K. Heizler. A. T. Chambers is vice-president in charge of customers relations. Paul H. Johnson is vice-president in charge of purchasing and personnel. Mrs. Mae S. Bonnell is treasurer, and J. Littleton Glover is secretary.

Extends Fan Guarantee

A five-year warranty plan backing all models of Westinghouse electric fans has been announced by C. E. Anderson, manager of the fan department.

"The new five-year warranty plan is another reflection of the company's faith in the quality and workmanship of these products," Anderson said. "Our records of fan repairs for many years past permit this longer guarantee."



Jayhawker

ALL-ALUMINUM SCREEN DOORS

CONSTRUCTION: Satin finish extruded frame, sag-proof corners, concealed attached hinges, finger-tip latch with inside lock.

APPEARANCE: Most beautiful.

ECONOMY: Lowest in price, easiest installed.

The "JAYHAWKER" has everything including expander channel for hinge side of door. This channel has 6" piano-type concealed hinges attached so that there is no necessity of even mortising the door jamb. This makes the "JAYHAWKER" the easiest to install of all Aluminum Door Screens. Self-positioning and self-aligning. Cut expander to length, attach it to jamb and slip the door into place. Simple? The "KICK PLATE" being reversible, doors come drilled, ready for latch and can be hung on either side of door frame.

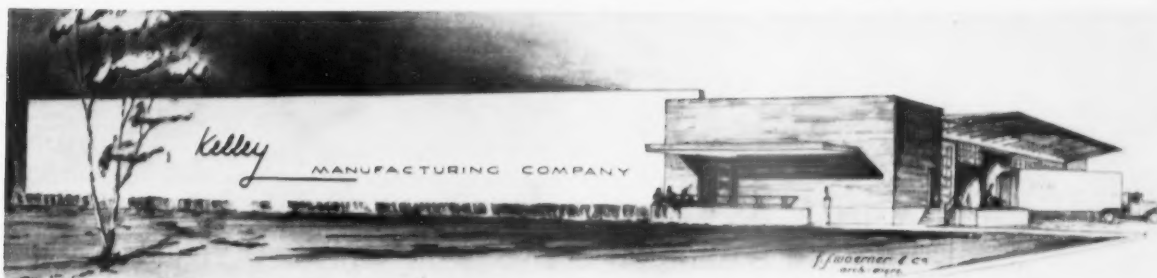
Adjustable from 1/2" undersize to 1/2" oversize in width and to 1" oversize in height. Comes complete including latch, screws, expander for bottom and instructions for JIFFY installation.

Standard Sizes: 2'6" x 6'8" — 2'8" x 6'8" — 3'0" x 6'8" — 2'8" x 7'0" — 3'0" x 7'0".

See your distributor or write us about prices; also Z-BAR TYPE, SPECIAL SIZES AND INTERIOR DOOR JAMBS

MODERN PRODUCTS, INC.
1032 W. Kansas • McPherson, Kansas

KELLEY MANUFACTURING CO. TO HAVE NEW WAREHOUSE IN DALLAS



A NEW 22,000-square-foot warehouse building, architect's sketch of which is shown above, is being built for the Kelley Manufacturing Co. at 9100 Ambassador Row in the Brook Hollow industrial district of Dallas, Tex.

According to John S. Lea, vice-president and general manager, the Kelley Manufacturing Co. expects to occupy this new Dallas building by March 1. This 37-year-old firm is a manufacturer of building specialties and distributor of merchant steel products.

The Kelley company has maintained quarters in Dallas for 18 months. The new building is to be

located on a tract of land that will permit the firm to approximately triple its warehousing facilities if necessary, Lea explained.

The manufacturing and distributing firm will serve customers in 40 counties in north and east Texas from its expanded Dallas quarters. Customers served from the Brook Hollow location will include those as far west as Abilene and east to Tyler.

The firm, which was founded under the name of Tennison Manufacturing Company, became Kelley Manufacturing Co. in 1936 when the business was acquired by Col. Edward J. Kelley. Building specialties

manufactured by Kelley are sold through wholesalers. The firm's merchant steel products are distributed to lumber yards, hardware distributors, and sheet metal shops.

Mobile Door Display

Morrison Steel Products, Inc., has announced completion of a new mobile demonstrator for its Roly-Door garage doors.

The mobile demonstrator is constructed around a $\frac{3}{4}$ -ton truck, which will tour the nation. It carries a supply of Morrison Roly-Doors in various sizes and models.



UNI-TEMP
UNIFORM TEMPERATURE

**Aluminum
Screens**

**ADD BEAUTY
LONGER LIFE
LESS UPKEEP**

CHANNELS

CORNERS

HARDWARE

MANUFACTURERS AND WHOLESALEERS OF WINDOW UNITS

build these plus-value screens *yourself!*

Cut your Costs by buying materials and hardware direct from the manufacturer at mill prices

Speed your Deliveries of window units by coordinating screen and window production — on special as well as standard sizes

Reduce your Inventory by quickly producing all sizes of screens from a minimum

stock of materials and parts — no need to carry large stocks of completed screens

Eliminate Delays caused by damaged or lost shipments

You take *all* the profits when you custom-build top quality Uni-Temp screens at about the cost of common wood screens. No big investment or skill required — use day labor and simple equipment.

**Uni-Temp Service to you
is FAST . . . COMPLETE**

You can depend on fast shipment from our complete stocks of every item you need. We'll help you set up operations and train your employees, too. Write for details and 1956 Parts Catalog.

UNI-TEMP

PRODUCTS, INC.

McPHERSON 1, KANSAS

Send me your 1956 Parts Catalog and details of your proposal. We are () are not () building aluminum screens at present.

NAME

ADDRESS

CITY AND STATE

Cement Service Wins Oil-Field Customers

By Frieda Hyatt

✦ Located in the center of the north Texas oil-producing area, the Gary-Nees Lumber Company at Bowie caters to and serves the oil-field trade to stimulate its retail building supply business.

Manager Ray Ross reports that the oil-field trade not only pays a fair profit on its own but it yields contacts and customers for homes, home improvements, and supplies all through the year. Gary - Nees consequently lands orders for warehouses and houses for oil-field personnel.

When the firm first put in a line of cement for the oil-field trade, it was delivered in sacks stacked on the ground in the field. The oil-field worker had to cut the bags open and empty them into the cementing machine, which took precious time and labor from the cementing of wells. So sales were slow.

This dealer solved this problem by purchasing a motor-operated screw conveyor to convey the cement into a 600-sack standby tank located in the oil field. When a well is ready to be cemented, the

cement is conveyed from tank to cementing machine. The sacks are unloaded and cut open and the cement poured into the conveyor by Gary-Nees deliverymen.

Cement sales volume has increased 500 per cent since this firm has improved their delivery service on this basic item. Gary-Nees finds rough timber, drilling muds and chemicals, and other supplies in constant demand by the oil fields. This dealer has served the oil-field trade for 12 years and its Bowie yard volume now keeps five trucks and two passenger cars in use by experienced personnel.

Similar tie-in trade is enjoyed by the firm's six other yards in north Texas, which pattern themselves after the Bowie operation. Large warehouse facilities are maintained at a railroad siding to speed supplies to oil fields and minimize handling costs.

N. B. Gary, president of the Gary-Nees Lumber Company, says it is rare now for lumber yards to sell cement in the oil field because a large well-cementing firm furnishes it in bulk. At some yards, Gary-Nees furnishes cement in bulk, and it is kept in the storage tanks until needed for cementing large well jobs.

Dealer Ross pointed out that "servicing the needs of the oil field requires that deliveries be available at any time, so our company is subject to call at night or on Sunday, whenever necessary. This continuous and quick service reminds the oil-field workers and others of the improvement and building services we render.

"They know we can back up our motto 'everything in building material,' so we get in on new jobs fast and frequently wind up the winner."



The Gary-Nees Lumber Company uses this motor-operated screw conveyor to convey cement into 600-sack standby tank. Cement is ready then for immediate use in cementing oil wells. Outfit is portable. Service wins related oil field supply sales. At top, President N. B. Gary and Ray Ross, Bowie yard manager, check delivery schedule for orders to nearby oil fields. Cement sales increased 500 per cent due to conveyor bulk cement service.

*"...they save us
money in lower
installation costs."*



A. H. PARKER and A. A. COLE

Partners in Cole & Parker, Inc. Atlanta



One of the many modern homes in the delightful Cole & Parker project, Atlanta, Georgia



LOCKE TRIGG

President, Patterson Lumber & Supply Co., Atlanta, says "There's no selling to Dixon Windows with Monarch Metal Weatherstrip. Customers hear about them and ask for them. This makes it easy for the dealer."

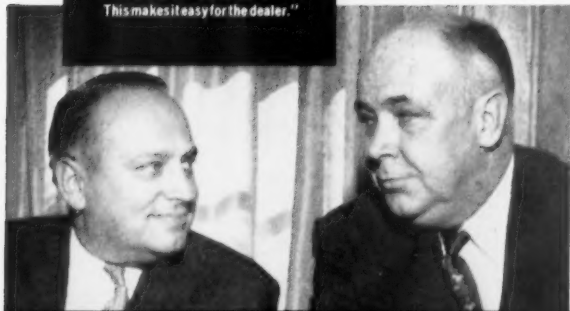
COMPLETE WINDOW UNITS

equipped with **MONARCH METAL WEATHERSTRIP**

"Home buyers today are increasingly interested in the quality of the materials that go into the houses they purchase," say Mr. Cole and Mr. Parker. "Dixon Window Units, with Monarch Metal Weatherstrip, have helped our firm attain its excellent reputation for building highest quality houses. In selling a house we stress the fact that these weatherstripped windows save money through lower fuel bills year after year. And they save us a great deal of money in lower installation costs."

This statement by Cole & Parker is echoed everywhere by Builders, Dealers and Jobbers who have profitably worked together in equipping millions of projects with Complete Window Units fitted with Monarch Metal Weatherstrip. Not only do they save installation cost by eliminating on-site assembly and wasted materials, but reduce Dealer handling and inventory investment, and give the owner far more for his money.

Ask Your Millwork Jobber For Complete Details



WM. ZUBER and BRUCE BYRD

Partners, Zuber Lbr. Co., Atlanta, say "We've built many thousands of window units using Monarch Metal Weatherstrip. Without doubt, it is far the most practical to use for complete customer satisfaction. It enables us to make a trouble-free unit, and it is gratifying to have customers continue to ask for our Dixon Weather-Lok Windows."

Monarch

METAL WEATHERSTRIP CORPORATION

6343 ETZEL • ST. LOUIS 10, MO.

Published in the
interest of better
and more economical
building construction

HELPFUL LITERATURE

TRUCK OPERATION RECORD.

The "Cost Record Book" will aid any business man in keeping track of all costs connected with delivery service or trucking. It contains space for miles traveled, payload, gallons of gas and cost, quarts of oil and cost, tires, repair costs, and drivers' wages. White Motor Co., Dept. SBS, Cleveland 1, Ohio.

TREE FARM PROGRAM. "This is Tree Farming" is a 16-page booklet

designed to answer questions from small landowners interested in growing a timber crop. With photographs, sketches, and words, the booklet tells what this program can mean to the landowner and how he may proceed to get his woodland under good management. American Forest Products Industries, Inc., Dept. SBS, 1816 N Street N. W., Washington 6, D. C.

MOVABLE WALLS. "Mills Movable Metal Walls Provide Space Control"

is the name of the 1956 Mills catalog. It shows typical installations and cites advantages of movable walls. Mills Co., Dept. SBS, 968 Wayside Road, Cleveland 10, Ohio.

DO-IT-YOURSELF PROFITS. The advantages to the retail dealer of a Do-It-Yourself department, under the Munford plan, are outlined in a two-color brochure and reprints of articles. It cites a typical retail dealer who opened a Munford D-I-Y department in his own store and the happy results. Munford Do-It-Yourself Stores, Dept. SBS, 961 Confederate Avenue S. E., Atlanta, Ga.

SLIDING GLASS DOORS. Miller aluminum and steel sliding doors are shown in a catalog for architects and builders. Architectural tracing details are included, in addition to frame and glass sizes and specifications. Frank B. Miller Manufacturing Co., Inc., Dept. SBS, 3216 Valhalla Drive, Burbank, Calif.

HOUSEHOLD HARDWARE. New Stanley catalog shows hundreds of everyday household hardware items, ranging from hasps, hinges, and clothes line pulleys, to gate latches and shelf brackets. Approximate retail prices are included, to make it more useful to the consumer. Stanley Works, Dept. SBS, New Britain, Conn.

PLASTIC ON PLYWOOD. CreZon — the wood fiber and phenolic resin combination said to "give plywood a charmed life" — is described in a new specification sheet. It tells how CreZon is permanently fused to the wood in the plywood manufacturing process to widen its exterior uses. Crown Zellerbach Corp., Dept. SBS, 343 Sansome Street, San Francisco 19, Calif.

RESIDENTIAL PIPING. "Piping Security for the Home" is a booklet for consumers and plumbing and heating contractors, emphasizing the importance of good piping in residential construction. It explains how Byers iron combines with glass-like silicate fibers to make wrought iron piping of unusually high resistance to corrosion and fatigue. A. M. Byers Co., Dept. SBS, Clark Building, Pittsburgh 22, Pa.

FLOORING NAILS. The Virginia Polytechnic Institute's wood research laboratory has published results of recent research in a booklet entitled "Effectiveness of Flooring Nails in Plywood Subflooring." Charts and tables simplify the text. Independent Nail and Packing Co., Dept. SBS, Bridgewater, Mass.

WINDOW IDEA BOOKLET. How architects and builders can use fenestration as an important design tool is shown in a planning kit, designated "48 Ways Light Can Make Money for You." Plans start with 48 different modular window



You can be
SURE of

QUALITY
TW&J
UNIFORMITY

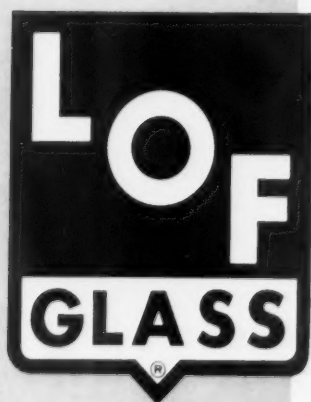
**Always Meeting
Your Highest
Standards**

TW&J's Balanced Service
includes the manufacture
and distribution of lumber
and lumber products
direct from our High
Sierra mills to you.

For top quality lumber
and lumber products
look to — **TW&J**

TARTER, WEBSTER & JOHNSON, INC.
1 Montgomery Street
SAN FRANCISCO 4, CALIF.
DOuglas 2-2060 Teletype SF 531

WPA
P. O. Box 1731
STOCKTON, CALIF.
HOWard 4-8361 Teletype SK 2



LIBBEY-OWENS-FORD

Easier TO CUT

Mr. Bernard York of York Hardware, Wallingford, Conn., ran several test-cuts on four well-known *unidentified* brands of single-strength window glass. Mr. York was not told which brand was which until *after* he had selected the one which was easiest to cut. He picked L-O-F window glass every time. Said Mr. York; "This L-O-F Window Glass cuts true and smooth and breaks clean and easy." 28 out of 30 dealers taking this same test made similar statements.

Easier TO SELL

This L-O-F label identifies quality glass wherever it is seen. People know this label—it appeared 234 million times in 1955 advertising alone! And every time it appears it adds to the already strong preference for L-O-F Glass. This preference means faster, easier sales for you.

Easier TO MERCHANDISE

For "Do-It-Yourself" customers (and there are plenty of them), here's just the folder to pull them into your store. This enclosure offers helpful "How To" hints on replacing broken window glass. You'll find it a big help in building your window glass sales. Order WG-23 from your Libbey-Owens-Ford Distributor (listed under "Glass" in your phone book), or write Dept. 7026, Libbey-Owens-Ford Glass Co., 608 Madison Avenue, Toledo 3, Ohio.

the easy-to-cut **WINDOW GLASS**



units, combined in many ways to meet various needs. Fabrow Manufacturing, Inc., Dept. SBS, 7208 Douglas Road, Toledo, Ohio.

METAL PRODUCTS CATALOG. The Aristocrat line of metal building products is described in a new bulletin. It covers H and R steel basement windows, custom built bronze screens, concrete block lintels, window adapters, window wells, ashpit doors, flue cleanouts, package receivers, fireplace ash dumps, and concrete screws. H and R Manufacturing Co., Dept. SBS, Cleveland 19, Ohio.

LAWS CONCERNING HHFA. Various laws relating to the program administered by the Housing and Home Finance Agency have been compiled in a two-volume set of books. Entitled "Basic Statutes, Public Regulations, and Formal Orders of the Administration," the set sells for \$10. Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

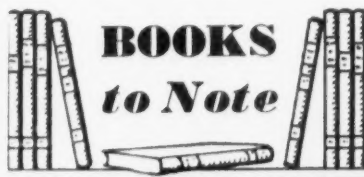
FLOOR TRUCKS. The Nutting Truck and Caster Co., Dept. SBS, 1201 West Division Street, Faribault, Minn., has released a new catalog on its line of floor trucks. It shows 49 models of

two-wheel and platform trucks, 12 types of dollies, and 15 styles of casters.

"HOLLOW PARTITIONS with Channel Studs" is a technical bulletin, No. 15, offered by the Metal Lath Manufacturers Assn., Dept. SBS, Engineers Building, Cleveland 14, Ohio. It gives complete specifications for this type of construction to meet fire-resistive ratings. Details show various buck installations and methods of stud anchorage.

REDWOOD FINISHES. "Maintenance of Exterior Finishes" ties in closely with two previous publications on application and exterior finishes for redwood. This data sheet for architectural files states that premature failure of a good quality, properly-applied finish may be attributed almost invariably to moisture under the finish film. California Redwood Assn., Dept. SBS, 576 Sacramento Street, San Francisco 11, Calif.

KITCHEN VENTILATION. Stewart Kitchen-aire ventilating fans and range hoods are covered in a folder that gives complete specifications. Details also are shown for simple installation of these products for effective use.



No company, no matter how small, need be without a public relations program, according to a new 35-page book "Public Relations for the Smaller Firm," by Robert L. Peterson. It is available from the University of Illinois Bureau of Business Management, Urbana, Ill., for 50 cents.

Peterson reviews the steps to be taken in formulating a definite public relations policy and effective program.

The four-point method suggested covers developing a statement of company policies; identifying the company's publics; determining what the public relations problems are, and selection and use of appropriate methods.

Typical of chapters that cover specific phases of a public relations program are those on Open House and Company Tours, House Organs and Company Brochures, Better Community Relations, and Speeches.

A budget for carrying out the company's public relations program is discussed in another chapter.

The book closes with a list of other publications on business methods, available from the university's Bureau of Business Management.

LEMCO windows

The SUPERIOR line of LEMCO Aluminum and Steel Casement Windows is readily available in your area. Our modern plant in McComb, Mississippi can furnish rapid delivery on your Casement Window requirements. Also investigate the other lines of LEMCO Windows, a few of which are illustrated below.

Opportunities for qualified LEMCO distributors are available in certain areas.

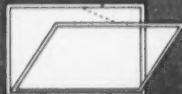
*America's Oldest
Residential Window Manufacturer*



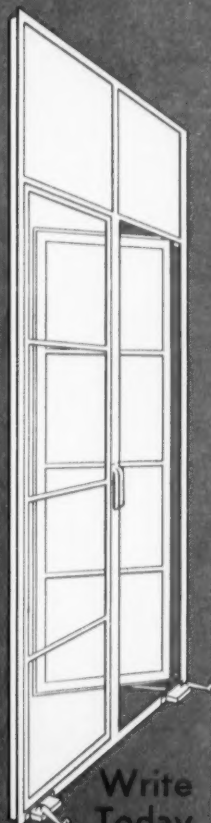
Series 400
Aluminum
Residential
Windows



Steel
Basement,
Utility and
Security
Windows



"Twin-Lok" Aluminum
"All-Purpose" - Ranch
Type & Basement
Windows Pre-glazed,
Factory Screened



Write
Today
for
Additional
Information!



CROFT STEEL PRODUCTS, INC.

McComb, Miss. Jamestown, N. Y.

CROFT LOUISIANA, INC., Lafayette, La.

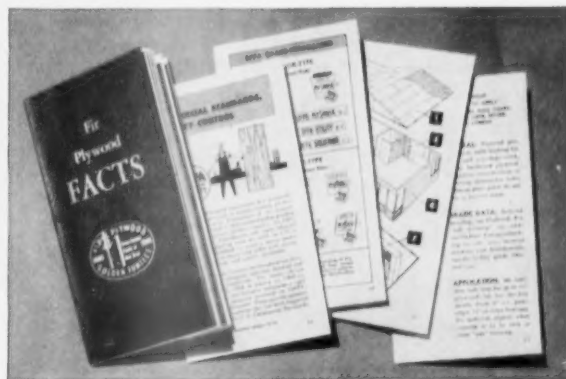
FIR PLYWOOD PROFIT POINTERS

NEW DEALER SALES TOOLS AND MERCHANDISING IDEAS

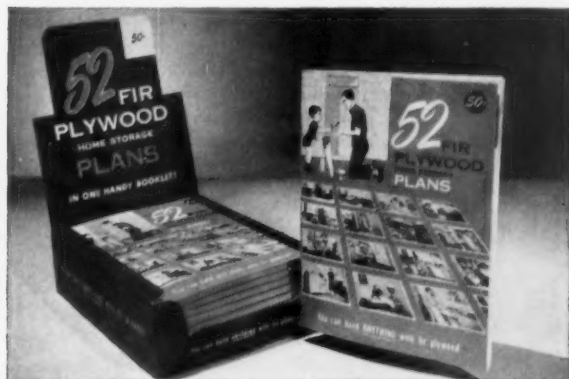
- 1 Fir Plywood Boat Plans
- 2 Sales Reference Manual
- 3 Extra "Do-It-Yourself" Sales
- 4 New Car Top Carriers



1. New Merchandising Package built around eight new boat plans is now available to help increase your Exterior plywood sales to amateur boat builders. Includes supply of 60 plans (which sell for 25c each), counter stand and merchandising materials. Price to dealers: \$2.75. (Actual cost over \$7.00)



2. Fir Plywood Facts Book—Even your newest employee can be a fir plywood expert with this new pocket-size reference manual. Handy 60-page digest of plywood application and specification data. For free copies for all your personnel, send names and home addresses to Douglas Fir Plywood Assoc.



3. Fir Plywood Plans Book makes ideal sales tool for dealers interested in extra "do-it-yourself" business. Big (over 90 pages), fully illustrated book contains plans for scores of storage units and furniture. Retail for 50c. Available in quantity; comes complete with counter stand. Write for details, samples.



4. Inexpensive Car Top Carriers are a real boon to dealers plagued by small, time-consuming deliveries. Craftboard carriers come flat, can be installed in a jiffy to let customers haul plywood and lumber atop their own cars without damaging finish. About 12c per set; mail coupon for information.

PLAY IT SAFE! INSIST ON DFPA INSPECTED PANELS

You're sure of quality when you stock and sell only DFPA grade-marked fir plywood. There's a type and grade for every job.

DFPA TESTED QUALITY

EXT-DFPA
PLY-SHIELD
PLY-SCORE
PLY-BASE
PLY-PANEL

WSP
Plywood of other western softwoods available; look for this DFPA grademark.

DOUGLAS FIR PLYWOOD ASSOC., Dept. SBS, Tacoma 2, Wash.

☐ 1. Boat Plans—I enclose \$2.75 for boat plans merchandising package.

☐ 2. Facts Book—Please use separate sheet to list names and addresses of employees you would like to have receive free copies.

☐ 3. Plans Book—Sample copies and cost information.

☐ 4. Car top carrier samples and complete information.

Please send the material checked at left.
(Good USA only)

Name _____

Address _____

Firm _____

City _____

Zone _____

State _____

Inviting SALES COUNTERS



The modern sales counter of the Leon Builders Supply Company in Tallahassee, Fla., above, has wells that hold the sales ticket register and the calculating machine at convenient height for personnel. Top is covered with plastic laminate. Showcase bottom features tools and paint accessories.



The curved sales counter of the McClung Lumber Company, Inc., in Salem, Va., at left, is paneled in knotty pine that extends above the desk-high work surface at rear on the curved end. The straight section is standing height. Four small display niches below attract attention of store visitors and others through the front store window.



With sales exceeding \$1,000,000 a year, the Peoples Supply Company in Bladensburg, Md., needed plenty of sales counter. In building their new store three years ago, this 28-foot-long sales counter was included. The handsome plywood front is toed in at the bottom, so customers can stand

comfortably close to the counter. The cashier doubles as switchboard operator at right end of counter. A recessed office in rear is used by salesmen taking 'phone orders, so other personnel may carry on transactions without interruption at counter.

THE HOMASOTE LINE

....FOR 1956....INCLUDES....



— whole-hearted support of the year-long OPERATION HOME IMPROVEMENT. Here is your opportunity — and ours — to assist in a nationwide, fully organized drive to divert a higher percentage of the consumer's "surplus" dollars into home improvement and maintenance.



**NATIONAL
HOUSING
CENTER**
WASHINGTON, D. C.

— a year-round display of our products in the fabulous, new NATIONAL HOUSING CENTER. Your business will benefit from the operation and services of this Center. Make every effort to visit it. (The Homasote-Nova Exhibit is at the elevators on the Second Floor.)

— Homasote insulating-building boards in a still wider range of sizes, thicknesses and densities — plus the new Wilson Air-cor Roof-Decking that makes condensation a problem of the past.



— new and expanded services to architects, builders and dealers — prompt service on current problems — new, more efficient sales aids and literature. Write today for the new 8-page brochure "The Homasote Line Today" — and the new 64-page "Homasote Handbook" that took 20 years to write and 46 years of manufacturing quality products to make it possible. You will find value in both books. Kindly address your inquiry to Dept. B-17.



HOMASOTE COMPANY

TRENTON 3, NEW JERSEY

DEALER NEWS

VIRGINIA

SALUDA: Ruffin and Payne, Inc. — lumber, millwork, and building material firm of Richmond — has added its first branch operation with the purchase of the Saluda Lumber Co. President Thomas L. Ruffin said the Saluda branch would carry as full a line of materials as the main Richmond operation. M. V. Putney, former Ruffin and Payne salesman, is now manager of the Saluda branch.

FLORIDA

LAKELAND: James Edward Nord, assistant manager of the Cash and Carry Lumber Co., recently married Miss Jane Jennings.

OKLAHOMA

OKLAHOMA CITY: This year marks the 75th anniversary of the Wm. P. Carey Lumber Co. and its branch yards and associated busi-

nesses. These are located throughout Texas and Oklahoma.

MARIETTA: The Fraley Lumber Co. celebrated its sixth anniversary recently with a special promotion. Prizes were given away to lucky winners who registered during an invitation to visit the store.

TEXAS

WILLS POINT: The T. L. James Lumber Co. recently bought most of the stock of the Wills Point Lumber Co. It has added Hollis Smith and Jake Bates to its staff.

ATHENS: The Hawn Lumber Co. is erecting a steel and masonry building to house its offices and display rooms.

SAN ANTONIO: Roger L. Roberts is new manager of the Van Buren Lumber Co.

RUNGE: Herman Garbe, widely-known contractor and builder in this area, has joined the Nordheim Lumber Co. as manager. He replaced Edmund Mueller, who is now with

the Alcoa plant at Port Lavaca.

ALICE: Emmett Price has been named manager of the Alamo Lumber Co., succeeding Hal Fentress, who was transferred to Eagle Lake. For the last nine years, Price managed the McCord Lumber Co. He has had 27 years of experience in the building material field.

TENNESSEE

NASHVILLE: The Nashville Junior Chamber of Commerce named two "outstanding young men of the year" for 1955. Nelson C. Andrews, of the A. J. Smith Lumber Co., shared the honor with Allen R. Diefendorf. Andrews has been publicity chairman for the Chamber for the past year.

LOUISIANA

NATCHITOCHES: Almond's Lumber and Supply Co. has opened its third business here at 1300 Washington Street. Managed by Huey Rachal, the firm handles a complete line of building materials, paints, hardware, and millwork. Reno J. Almond Jr. is president; C. A. Robbins, vice-president and general manager; Laurie Almond, vice-



ALUMINUM OR STEEL SLIDING GLASS DOORS

Miller's
complete selection
closes more sales —

New aluminum frame has
interchangeable glazing mold to accommodate
either 1/4" or 1" dual glass. One frame — one cost
(less than many steel dual frames). 100% Alumilited.

Two lines of improved, all-weather steel frames for single or dual glazing.



vent completely sealed with double-acting mohair pile

Extensively advertised
Distributors in principal cities

Miller

SLIDING GLASS DOORS

FRANK B. MILLER MFG. CO., INC.
3216 Valhalla Drive, Burbank, Calif.

RATIONING ENDS!

on the adhesive that does the "impossible!"

Now You Can Fill the Huge Demand for Weldwood Contact Cement in these 3 Great New Markets!

- 1** For applying plastic laminates like Micarta without clamps or presses!
- 2** For installing plywood paneling without nails!
- 3** 1001 other uses around home, garage, shop! Industrial uses, too!



Another Weldwood Wizard



Bonds Instantly on Contact...without Clamps or Presses or Nails!



WELDWOOD® PRESTO-SET® GLUE!

First white glue worthy of the Weldwood name. Ready-to-use... sets fast... bonds like magic.

* Trade Mark



FIRZITE®

White—for woody blond or pickled finishes on any wood; or as an undercoat. Helps prevent grain raise and checking.

Clear—to tame unsightly wild grain on all soft woods.



WELDWOOD PLASTIC RESIN GLUE

America's fastest selling wood glue. Highly water-resistant. Makes joints stronger than wood.



SATINLAC®

Brings out and preserves the natural beauty of any wood. Ready for second coat in 3 or 4 hours.

7 FAST-SELLING SIZES! Order Now!



CANS
Pints
Quarts
1 gallon
5 gallons



BOTTLES
¾ ounce bottle with brush
3 ounce bottle with brush



TUBES
1¼ oz. tube

YOUR JOBBER CAN SUPPLY YOU PROMPTLY!

UNITED STATES PLYWOOD CORPORATION

55 West 44th St., New York 36, N. Y.

585-2-6

(Check Items Desired)

☐ Send me catalog sheet on Weldwood Contact Cement with full information and literature.

☐ Send information on ☐ Weldwood Plastic Resin Glue

☐ Send supply of ☐ Weldwood Presto-Set Glue counter leaflets on ☐ Firzite and Satinlac

Name _____

Address _____

UNITED STATES PLYWOOD CORPORATION

World's Largest Plywood Organization • 55 West 44th St., New York 36, N. Y.

president, and C. A. Almond, secretary-treasurer. The firm's other two offices are at Minden and Coushatta.

MORGAN CITY: Concrete Supply, Inc., is a new ready-mixed concrete firm operated by W. D. Kingston. Grady Harris, former high school coach, is a partner in the firm.

CHARTERS OF INCORPORATION: The Stone Center, Inc., New Orleans; Jefferson Concrete Products, Inc., Metairie; Jonesboro Builders Supply, Inc., Jonesboro; L. and L. Roofing and Materials, Inc., Slidell; Pinecroft Lumber and Supply Co., Shreveport.

GEORGIA

PORT WENTWORTH: A fire recently destroyed an estimated \$65,000 worth of lumber and a \$3,000 shed at the Hill Brothers Lumber Co. Edwin H. Hill, president of the company which he operates with his brother, R. Grady Hill, said about 175,000 board feet of kiln-dried lumber was lost.

ATHENS: The B and Better Club, a group of local lumber dealers, met recently to hear Dick Dent speak on "Insulated Sheathing and Various Wallboards." Dent is district manager of the Celotex Corp.

KENTUCKY

LEXINGTON: The Ben P. Eubank Lumber Co. has a new mill, equipped to turn out a great variety of special millwork. The Eubank firm advertises that it uses and sells "only the best kiln-dried lumber."

FULTON: Builders Supply, Inc., known as the Kramer Lumber Co. before purchase by the McAdoo Builders Supply Co. of Union City, has a new manager, John Willett. Gene Robert McAdoo has moved here from Union City to help run the company.

CHARTERS OF INCORPORATION: George E. Tomlinson Co., Winchester.

Deaver also is a new employee at the Houston-Doughty yard.

GREENSBURG: Harrison Woodrow has moved here to become assistant manager of the Home Lumber Co. For the last 8½ years he was with the Kingman Lumber Co. in Kingman.

MISSISSIPPI

CHARTERS OF INCORPORATION: Gray Lumber Co., Inc., Pontotoc; Aws Building Supplies, Yazoo City; Home Builders Supply Co., Gulfport.

MISSOURI

MARCELINE: New manager of the Linn County Lumber Co. is Ray Morris, who has been with the firm 3½ years. He succeeded Wayne J. Thompson.

CAMPBELL: Jack Abernathy has been named manager of the E. C. Robinson Lumber Co. Former Manager Norval Lansing resigned to attend to private business interests. Abernathy worked for the Robinson firm once before but was with the Malden Lumber Co. last year.

CHILLICOTHE: The North Mis-

KANSAS

OVERLAND PARK: L. A. LaGue has retired as manager of the Badger Lumber Co. here. He formerly was in charge of the Badger plant in Kansas City, coming to Overland Park in 1953 to open a new building material and hardware store.

MADISON: Curt Dickson is new manager of the Houston-Doughty yard here, having moved from Hutchinson where he was associated with another lumber firm. Dick



you're *SMART* as a fox
if you handle *Premier*

**THRESHOLD
PLATES**

They Increase Sales and Profits!

Write for New LOW PRICE LIST!

METAL TRIMS, INC.

P. O. Box 1072 · YOUNGSTOWN 1, OHIO
P. O. Box 632 · JACKSON, MISS.

souri Lumber Co., which was destroyed by fire December 1, is constructing three new brick structures. It has been operating from a warehouse across the street.

SAVANNAH: The Crane Lumber Co. has a new site on highway 71. Plans call for completion of a new building in spring or early summer.

NORTH CAROLINA

CHARTERS OF INCORPORATION: J. A. Cannady Lumber Co., Inc., Draper; John W. Angel, Inc., Winston-Salem; Rigby-Morrow Co., Inc., Hendersonville; Daeke Lumber Sales Corp., Norlina.

SOUTH CAROLINA

CHARTERS OF INCORPORATION: Economy Supply Co., Charleston County.

ARKANSAS

ENGLAND: Henry Marlar is new manager of the England Building Material Co. He moved here from Rector.

JONESBORO: The Cox Planing

Mill and Lumber Co. has bought the Builders Supply Co. here. The retail business of the Cox firm has been moved to the Builders Supply location. Delbert Cox is manager.

OBITUARIES

HENRY N. GROGAN, 70. Co-founder, Grogan Land and Lumber Co., Magnolia, Tex.; president, Gladstell Lumber Co., Conroe, Tex., and Timber Lumber Co., Dobbins, Tex.

ULYSSES R. ELROD, 79. Former part owner, Ruch Hoop and Lumber Co., Chaffee, Mo.

CHARLES JUDSON WILLIAMS. Chairman of the board, Moore Dry Kiln Co., Jacksonville, Fla., and Oregon; president, Moore Pipe and Sprinkler Co., Jacksonville; president, Vancouver Steel Foundry Co., Vancouver, Wash.

JOSEPH ETHRIDGE FULGHAM, 82. President, Biltmore Appalachian Hardwoods, Inc., Asheville, N. C.

GILBERT JAMES MOORE SR., 67. Co-founder, Moore Brothers Lumber Co., Greenville, Tex.

HARRY H. WORK SR. Owner, H. H. Work Lumber Co., New Albany, Miss.

JAMES HEAD WILLIAMS, 82. Owner, Williams Lumber and Coal Co., Macon, Miss.

GASTON DRAKE, 84. Founder, Drake Lumber Co., the camp for which was the forerunner of the town of Princeton, Fla.

HOWARD H. STRADLEY, 60. Retired manager of Lyon-Gray Lumber Co., McKinney, Tex.

JULIAN M. JACOBS. Executive vice-president, Barclay Manufacturing Co., Bronx, N. Y.

C. D. SHAMBURGER SR., 75. Founder, C. D. Shamburger Lumber Co. chain of yards in Wichita Falls and other Texas and Oklahoma towns.

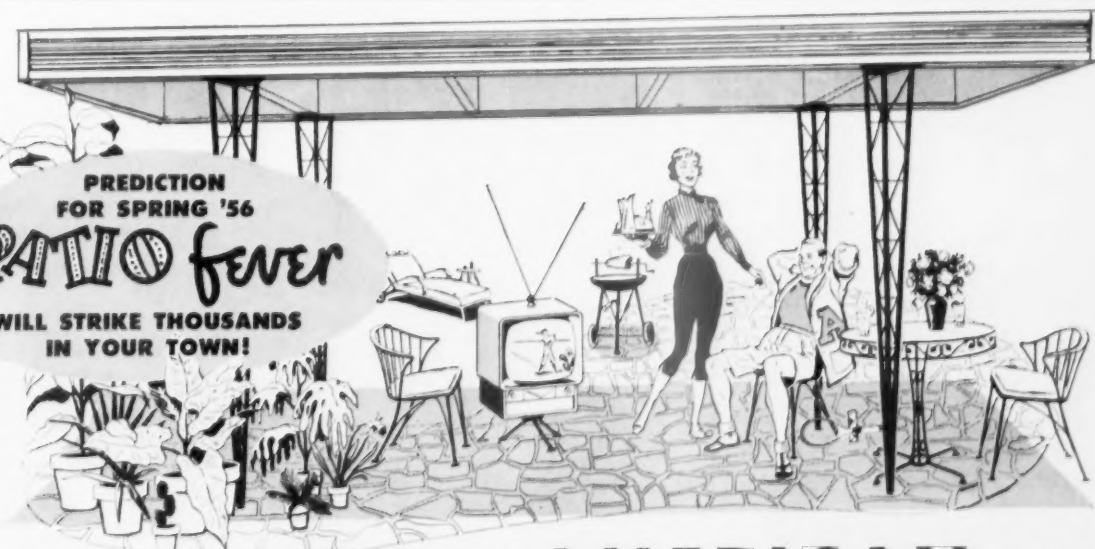
JOHN LEE NORTH, 61. Retired manager, Panhandle Lumber Co., Perryton, Tex.

HERMAN M. COHEN, 57. Founder, H. M. Cohen Lumber and Building Co., Houston, Tex.

P. A. TERRELL, 31. Partner, Terrell Lumber and Supply Co., Collins, Miss.

LA BAUME E. ELLIOTT, 55. Owner and manager, Key City Lumber Co., Abilene, Tex.

PREDICTION
FOR SPRING '56
PATIO fever
WILL STRIKE THOUSANDS
IN YOUR TOWN!



cash in on this BUYING epidemic with **AMERICAN** markee

Americans move "outdoors" with the first spring days. Each year more millions are being spent on outdoor furnishings, grills, flagstone and accessories... now American Markee offers the ideal structure to complete your "Outdoor patio".

Made of lifetime aluminum, with heavy duty steel pilasters —American Markee is designed to blend perfectly with contemporary American architecture. Shipped K.D. ... easily assembled. Livewire dealers wanted by a very "live" company.



CARPORT

CANOPY

HURRICANE TESTED 3 TIMES

MARKEE CORPORATION OF AMERICA Dept 5
Box 397, International Airport Branch, Miami 48, Fla.

Kindly send me dealer information

NAME

COMPANY

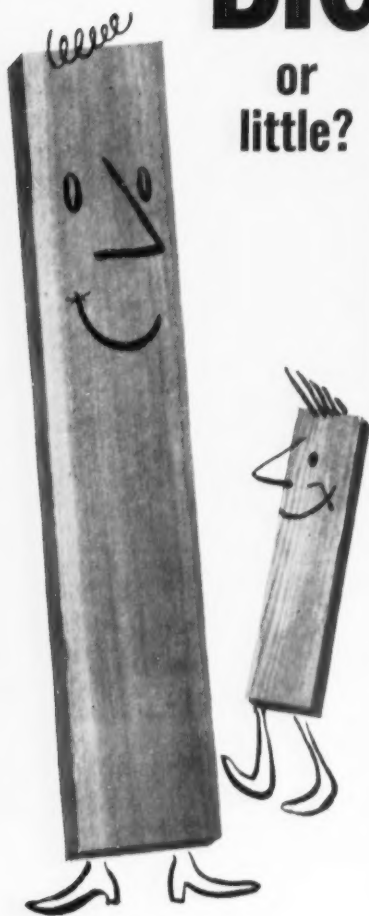
STREET

CITY

STATE

BIG

or
little?



1x4? 12x12? Name your width,
name your thickness... If it's
Redwood, Hobbs Wall has it!

Ask your Wholesaler or Commission Man.
Specify Hobbs Wall for the
best in Redwood, from the
firm that has served the trade
for over ninety years.

HOBBS WALL LUMBER CO.

405 Montgomery St., San Francisco
GARfield 1-7752 • Teletype SF-761



Hobbs Wall is Exclusive Distributor for
WILLITS REDWOOD PRODUCTS CO.
A CRA Mill

DEALER PROMOTIONAL KIT AIDS OHI CAMPAIGN



Material shown here is found in a new display kit designed to help dealers sell materials for home repair or remodeling. It was announced by John R. Doscher, executive director of Operation Home Improvement. The kit includes mats of the OHI seal, a large poster, window streamer, counter card, decal of the seal, signpainter's graph copy of the seal, publicity releases, radio and television scripts, reproduction proofs of the seal, and the script of the OHI color-sound presentation. The kit, plus all future OHI newsletters issued bi-weekly during "Home Improvement Year," are available for \$5 from OHI offices at 10 Rockefeller Plaza, New York 20, N. Y. A series of 11 OHI merchandising calendars is available from the *Saturday Evening Post* for \$5. The calendars are approved by NRLDA.

20 Prize Foreign Trips for Fiberglas Dealers

Twenty free vacation trips are being offered to hardware and building supply retailers as prizes in a contest sponsored by the Owens-Corning Fiberglas Corp., manufacturer of coated glass yarns used in Fiberglas screen cloth.

One of the largest ever conducted in the hardware retail trade, the contest will be based on in-store or window displays that include Fiberglas screening. They will be judged on originality, appropriateness, and customer appeal, with the greatest emphasis on the power of the display to build traffic. Photographs submitted to an independent firm will provide the basis for making awards.

To avoid pitting small stores against big ones, prizes will be given in four sales - volume categories: stores with annual volume under \$60,000, between \$60,000 and \$99,000, between \$100,000 and \$199,000, and more than \$200,000.

Five prizes will be awarded in

each group. Each prize consists of a one-week home-to-home trip for two to any of four resorts—Bermuda, Nassau, Montreal, or Mexico City—plus \$50 in cash.

U. S. Plywood Publishes Building News Digest

To aid builders and dealers in keeping up with new developments and trends in the building industry, the United States Plywood Corp. now publishes *Building Business*, a four-page publication to be issued every other month.

The first edition was sent to 20,000 builders. Others who want it may write U. S. Plywood offices at 55 West 44th Street, New York 36, N. Y.

The illustrated publication will draw on government reports, trade publications, and the company's own information sources for highlights of industry news. Information on the company's product developments will be included.

SOUTHERN PINE

(Continued from page 28)

1 is excellent for floor or roof decking when the underside is exposed as a ceiling. It is used for built-up girders and roof trusses where higher stresses are needed. It is especially acceptable for use in the engineering field.

While the No. 3 grade of Southern pine dimension is not recommended for regular residential construction, it is suitable for short spans and in framing members carrying light loads, and for low-cost farm and urban structures. The grade is ideal for crating, blocking and bracing.

Architect's bulletins published by the Southern Pine Association present complete data on Southern pine dimension, plank and beam construction, fasteners and related subjects. Copies are available free of charge; write to SPA, P. O. Box 1170, New Orleans 4, La.

Additional structural uses are served by Southern pine boards — lumber of less than two-inch thickness. A summary of the grades of boards follows:

No. 1: Finest grade for wide range of uses. Sound, tight knotted and water tight. Recommended for paneling and shelving.

No. 2: Less restricted than No. 1, but ideal for subflooring, roof and wall sheathing, boxes, crating, and shelving.

No. 3: Used extensively for low-cost sheathing. Suitable for use without waste.

In the old days, there were frequent instances where no finish at all was applied to Southern pine interior wall paneling. It was simply allowed to mellow with age, and walls of this hardy nature still can be seen in some old plantation homes.

Now things are different. A great variety of striking modern finishes giving almost any shade are available, and they can all be applied to Southern pine because of its light color. This lightness is what makes variety possible, and variety is the essence of the modern home.

Wood paneling is increasingly popular. It is relaxing on the eyes and it is an excellent device for offsetting the glare of large glass areas. Moreover, interesting combinations of wood paneling with brick, stone, and other materials can be achieved.

For interior paneling, the innate hardness of Southern pine is almost as great an asset as its beauty and ease of finish. It is not as susceptible to blemish or mar as less durable materials.

"A" is the highest grade of Southern pine finishing lumber and is practically free of blemish. B and Better is a combination grade virtually clear of knots or other natural characteristics, and

therefore, best for a natural finish. The C grade can be employed for modern painted woodwork. The No. 1 grade of Southern pine boards is also recommended for interior wall paneling.

Many retail dealers are furnishing Southern pine paneling in attractive, easy-to-handle packages. Complete information on Southern pine paneling, its care and application and finishes, is

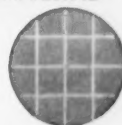
FREE!

AFCO'S HARD-WORKING, EVER-SELLING SILENT SALESMAN

Here's a silent salesman that is attractive and colorful—it literally draws people to it—makes them want to feel the smooth, brilliantly finished sample panels. The AFCO silent salesman formerly sold for \$7.50 but right now it's yours free when you send your request to your distributor or direct to the factory. Send your request today and get this hardworking salesman on your counter right away.



3 SMART PATTERNS



TIL-LITE: AFCO's exclusive Tangential scoreline gives colorful contrasts in this pattern. Excellent for kitchen and bath wainscoting.



GLO-LINE: Parallel scorelines are eight inches apart on this attractive pattern. Ideal for den, playroom, nursery, kitchen and bathroom.



HI-LITE: This lustrous, mirrored surface blends beautifully with any furnishings. Can be used for an entire room or above wainscoting.



Eleven Decorator Colors!

FREE

CEMENT SPREADER

An AFCO plus feature your customers will appreciate. A free cement spreader on every gallon can of AFCO waterproof cement.

AFCO WATERPROOF CEMENT

Customer satisfaction is assured when you supply them with AFCO Waterproof Cement . . . it sticks and sticks—holds securely indefinitely.

A & F TILEBOARD CO.

ALEXANDRIA, LOUISIANA

One of the oldest names
in steel windows —

VENTO

now manufactures
**ALUMINUM
WINDOWS**

- Our first product in this field is the VENTO automatic locking aluminum awning window. Residential casement, double hung and complete commodity lines of aluminum windows are now being developed.

Exclusive Features in



VENTO ALUMINUM AWNING WINDOWS

AUTOMATIC LOCKING . . . No gadgets to turn, no gimmicks to operate, nothing to get out of order.

WEATHER TIGHT . . . VENTO alone keeps metal to metal contact plus metal to weatherstrip.

UNLIMITED ADJUSTMENT . . . Unique in ability to be quickly returned to proper adjustment.

POWER PLUS OPERATOR . . . Screw — not worm geared — operator working in self-lubricating nylon journals.

EFFORTLESS OPERATION . . . Nylon roller blocks at all friction points permit finger tip operation.

ENGINEERED SIZES . . . We are able and eager to make any special window of this type. You will never hear "we can't do it" here at VENTO!

Also ask about

VENTO Steel Casement Windows, Basement Windows, Industrial and Commercial Windows (projected, pivoted and security types) Utility and Barn Windows, Formed Steel Lintels for Block and Brick Construction.

Write us for full information. Some desirable territories are open for representatives and distributors. Write for full particulars.

VENTO STEEL PRODUCTS
CO., Inc.

253 Colorado Street Buffalo 15, N. Y.

provided in the Southern Pine Association's free booklet, "Southern Pine Interior Walls That Add Charm and Beauty."

Wood siding patterns are strikingly modern. The susceptibility to preservative treatment of Southern pine and its hardness qualify it for such use. It has long been recognized as the most suitable species where a treatment is required. Deep uniform penetration is easily obtained in Southern pine, thus giving dependable preservative value.

Here are the grades of Southern pine siding (Drop and bevel siding are graded alike):

B and Better, a combination of the A and B grades. Growth characteristics severely limited as to size and number, resulting in top quality grade.

C, while less restricted, is also of high quality.

D is somewhat lower in quality than C, but is used extensively where economy is a factor.

The No. 2 grade of Southern pine boards generally is considered usable for low-cost siding.

Southern pine flooring was used in most colonial and plantation homes. It is still a favorite flooring material because of its strength, stiffness and hardness. The grades of Southern pine flooring are as follows:

B and Better: Face appearance about same as B & Better Finish. Flooring usually is given natural finish, therefore is graded somewhat higher than other top quality pine items.

C permits a few more growth characteristics than above, although they do not mar appearance to any great extent. This is intended for use where utility is of more importance than appearance.

D is fully adequate from utility standpoint, adaptable to semi-permanent structures or in places where appearance is not the primary factor.

No. 2 grade of Southern pine boards is suitable for low-cost floors where beauty is not the object, and for floors to be covered with linoleum or carpet.

With increased architectural emphasis on exposed structural parts, fewer basic members, and wood paneling, the quality of lumber is decidedly important.

In this respect, the importance of seasoning can not be overemphasized. The U. S. Forest Products Laboratory, recognized authority on lumber and lumber

products, makes this observation:

"We have been building houses since our ancestors first landed in this country and have learned to build better houses than they built, but we still have not learned how to build houses of unseasoned lumber."

When lumber is well-seasoned, its size is stabilized and its strength is increased. In turn, this assures maintenance of appearance.

The grading rules of the Southern pine lumber industry require that framing lumber be seasoned to a specific moisture content. Moisture content in air-dried framing must not exceed 19%; in kiln-dried lumber, 15%.

Evidence that the seasoning provision and other provisions relative to correct manufacture have been met is provided by the industry grade-mark. The registered grade-mark of the Southern Pine Inspection Bureau is used only by licensed manufacturers, whose graders are under the supervision of the bureau and whose grading efficiency and shipping practices are checked regularly.

Schaub Appoints NRLDA Exposition Committee

Plans for 1956 Building Products Exposition of the National Retail Lumber Dealers Assn. to be held in Chicago during December will be developed by a committee of nine, headed by Phil Creden of the Edward Hines Lumber Co.

Others appointed to the committee by R. A. Schaub, NRLDA president, are Robert L. Craft, secretary of the Indiana Lumber & Builders Supply Assn.; Paul V. DeVille, Canton, Ohio; Paul R. Ely, NRLDA first vice-president; W. B. Kennedy Jr., Oklahoma City, Okla.; T. Merritt Ludwig, Reading, Pa.; Watson Malone III, past-president of NRLDA; J. D. McCarthy, secretary of the Illinois Lumber & Material Dealers Assn., and Russell W. Nowels, Rochester, Mich.

In addition, Schaub made the following appointments: Ely will be exposition finance chairman; Kennedy, exposition attendance and promotion chairman, and Malone, clinic chairman.

NRLDA will utilize Chicago's huge new International Amphitheater in its entirety for the product displays and dealer clinics. The exposition will open Monday, December 10, and will close Thursday, December 13.

Selection of the amphitheater as the site of the exposition means that a substantially larger number of exhibitors can be accommodated.

SILENT SALESMEN

STOCKS TILEBOARD



This rack holds from 100 to 120 sheets of 4' x 4' or 4' x 8' Panelboard tileboard.

A combination stock and display item, it is small enough to keep on the display floor to help customers select patterns and colors. It measures 34" x 48" or 96".

Contact: Panelboard Manufacturing Co., Inc., Dept. SBS, 111 Cedar Lane, Englewood, N. J.

REFLECTIVE INSULATION

Two colorful displays for sales floor and counter are available to promote Kimsul insulation.

The larger full-color display, which fits over packages of the insulation itself, is a cut-out of "Kitty Kimsul," her house, and trees, with the message: "Here's the easiest insulation of all — to cut, measure, and install." It has a "Take One" box for consumer folders.

The smaller full-color poster shows four photographs of a woman



applying Kimsul.

Contact: Kimberly-Clark Corp., Dept. SBS, Neenah, Wis.

D-I-Y FINISHING BOOKLET

A non-technical, 32-page booklet is offered for 25 cents to help Do-It-Yourself customers with finishing various projects. It is entitled "Fin-

ishing School for Do-It-Yourself Folks."

Profusely illustrated with more than 80 photographs, the booklet gives step-by-step details for finishing new wood; refinishing floors; using sandpapers, stains, paints, enamels, and finishing metals.

Contact: Behr-Manning Division, Norton Co., Dept. SBS, Troy, N. Y.

CERAMIC TILE USES

A new full-color, sound-slide film, prepared by the Tile Council of America, features architects' creative

Another good reason why it pays to be a **Dickey** Dealer



It's research, not magic...
that means \$\$\$ for you

New and improved products are the keys to increased sales. That's why Dickey Dealers have the advantage over competitors. Since its founding in 1885, the Dickey Company has continually improved its products and introduced new developments to meet consumer demand. Today, for example, Dickey Dealers sell house connections which are longer and stronger. This means big savings to customers and more profit for the dealer. When you sell Dickey Products, you sell the best and fastest selling line of vitrified clay products made today.

Serving the Sanitary Needs of American Communities—

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.



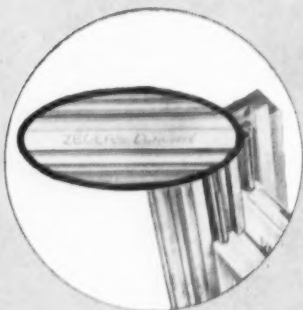
Dickey Sanitary
Salt-Glazed Clay Pipe
ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better

THEY LOOK FOR THE NAME



ON THE PANE



AND ON THE METAL

ZEGERS

Dura-seal
HELPS YOU
MAKE SALES!

From start to finish... from display helps, window stickers and equipment identification to ads in national home magazines, Zegers has YOU in mind. Zegers tells dealers, builders and prospective home buyers to "look for the name on the window"... assurance of highest quality! It's a sales feature that helps sell homes. Write today for the complete story on this powerful promotion plus information on Zegers Dura-seal Combination Metal Weatherstrip & Sash Balance.

ZEGERS, Incorporated

8098 South Chicago Avenue
Chicago 17, Illinois

uses of this tile in kitchens and bathrooms.

Among the well-known men whose voices are heard on the 21-minute film are Richard Neutra, George Menemy, George Nelson, Edward Stone, Marcel Breuer, and Pietro Belluschi. Installations designed by these architects are shown.

Contact: Tile Council of America, Dept. SBS, 10 East 40th Street, New York 16, N. Y.

FIBERBOARD INSULATION

A new display promotes the use of Flexcell Bituminous Impregnated cane fiberboard as perimeter insulation.

A sample of the product permits customers to examine it at close range. Four sketches show Flexcell's place in this type of construction.

Contact: The Celotex Corp., Dept. SBS, 120 South LaSalle Street, Chicago 3, Ill.

PLUMBING FIXTURES

An illustrated list-price booklet for Gerber plumbing fixtures serves as both catalog and a consumer sales piece.

Included in the 18-page booklet are all Gerber fixtures — bathroom outfits, brass goods, shower stalls, steel enamelware, and vitreous china ware. Bathrooms in a variety of complete units are shown in white and color.

Contact: Gerber Plumbing Fixtures Corp., Dept. SBS, 232 N. Clark Street, Chicago 1, Ill.

TACKER DISPLAYS

The Bostitch T5 tacker can be promoted in retail salesrooms through a combination dispenser and display. It invites the customer to "Try it now and see for yourself." Actual samples of insulation, ceiling tile, and screening are stapled to the display for customers to try their hand.

Tacker and hammer staples in the new "1,000-pack" boxes are stacked in recessed sections on both sides of the tacker.

Contact: Bostitch, Dept. SBS, 30 Mechanic Street, Westerly, R. I.

RANCH HOME PLAN BOOK

"Illustrated Ranch Homes" is the fourth in a series of home plan books put out by Archway Press, selling for 50 cents a copy.

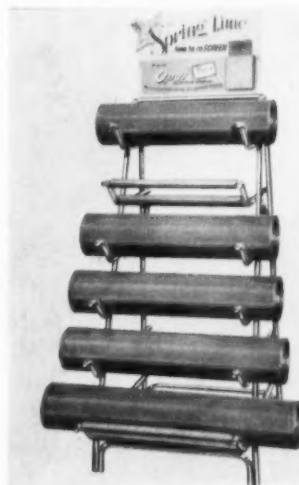
It contains elevations and plans of 22 strictly ranch-style homes; seven split-level plans, three two-story plans, and seven plans for homes that can grow with the family.

Archway Press also announces a

subscription plan for purchasing eight plan books for dealers' home-planning centers. The eight books are sent throughout the year for \$3—and a free issue is sent if payment is made with the year's order.

Contact: Archway Press, Inc., Dept. SBS, 117 West 48th Street, New York 36, N. Y.

DISPENSES SCREENING



This compact rack holds five rolls of Opal screening for easy dispensing and provides storage space for six reserve rolls. It measures 24" wide by 32" deep by 54" high.

The five rolls are 26", 28", 30", 32", and 36" wide. Measuring for sale is accomplished without removing them from the rack.

Contact: New York Wire Cloth Co., Dept. SBS, York, Pa.

IDENTIFIES PANELING

Two new product identification devices for Marlite plastic-finished paneling are a decal sticker and a sign on Marlite. Both have red and blue printing on a sunlight yellow background.

They carry the message: "Marlite Plastic-Finished Wall Panels for Beautiful Interiors Anywhere."

Contact: Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

PACKAGED WIRE GOODS

The Turnbuckles line of wire goods—including shoulder hooks, gate hooks and eyes—square bends, screw hooks, and similar items—now comes packaged in transparent polyethylene bags.

Identifying tags, with space for price and perforation for hooking to a display, seal the top of the bags.

Contact: Turnbuckles, Inc., Dept. SBS, Michigan City, Ind.

HOO-HOO Activities

Baltimore, Md., Club: Members of Club No. 100 met for a dinner meeting in January at the Park Plaza Hotel. Mike Sellner showed a movie made by the Weyerhaeuser Timber Co.

Panhandle Plains Club: In keeping with the usual claims of Texans and Texas, these Cats started out the new year in a really big way—with a concatenation at the January meeting. After the ordeal, old and new Cats enjoyed cocktails and a buffet dinner. One of Amarillo's outstanding barbershop quartets entertained. John Masterman, business editor of the Globe News Publishing Co., was guest speaker.

An announcement was made concerning the prize free trip to San Francisco for the annual Hoo-Hoo national gathering. Members must attend at least four of the six regular meetings and buy at least one chance on the trip at each meeting.

Washington, D. C., Club: After trying for two years, the program committee managed to secure a genuine FBI agent as guest speaker for the January meeting. The obliging agent, who promised that no fingerprinting would be done, showed movies and talked about his work.

Columbia, S. C.: This club is promoting a woodworking course. With at least 10 eligible participants,

the project will get Department of Labor financial aid.

Charles H. Flory, 63764, has been named "Man of the Year" in service to South Carolina's agricultural progress. He is with the state forestry department.

Forest Products Group Names Bailey President

W. J. Bailey, West Virginia Pulp and Paper Co., New York, is the new president of American Forest Products Industries, Inc., national Tree Farm sponsor.

He succeeds Leonard G. Carpenter, McCloud River Lumber Co., Minneapolis, Minn.

G. W. E. Nicholson, Union Bag and Paper Corp., New York, and William Swindells, Willamette Valley Lumber Co., Portland, were named vice-presidents. Paul Koenig, P. H. Glatfelter Co., Spring Grove, Pa., was elected treasurer.

Elected as trustees were J. R. Kimberly, Kimberly-Clark Corp., Neenah, Wis.; R. E. Wortham Jr., Southland Paper Mills, Inc., Lufkin, Tex.; D. S. Denman, Crown Zellerbach Corp., San Francisco; G. W. E. Nicholson, New York; Sydney Ferguson, The Mead Corp., New York; William Hilton, Great Northern Paper Co., Bangor, Me.; Clyde B. Morgan, Rayonier Incorporated, New York; E. B. Birmingham, Hammond Lumber Co., San Francisco; Leonard G. Carpenter, Minneapolis.

Charles A. Gillett was reappointed managing director.



Easy!

to

**operate
install
sell**

Home buyers want the added convenience, extra space, low cost and dependable quality of ATLAS Folding Attic STAIRS.

And, builders want to give them these desirable features.

That's why ATLAS STAIRS are such good profit makers. They "turn over" rapidly. And, you deliver sound construction, quality materials and lasting satisfaction. Your reputation demands no less. You avoid costly complaints and keep your customers when you sell ATLAS STAIRS.

Nationally advertised ATLAS STAIRS meet all F.H.A. requirements and are product liability insured. Fully assembled and shipped as a complete packaged unit.

Write us for specification details, simple installation instructions and name of your nearest ATLAS Jobber.

MARION T. DAVIS & CO.

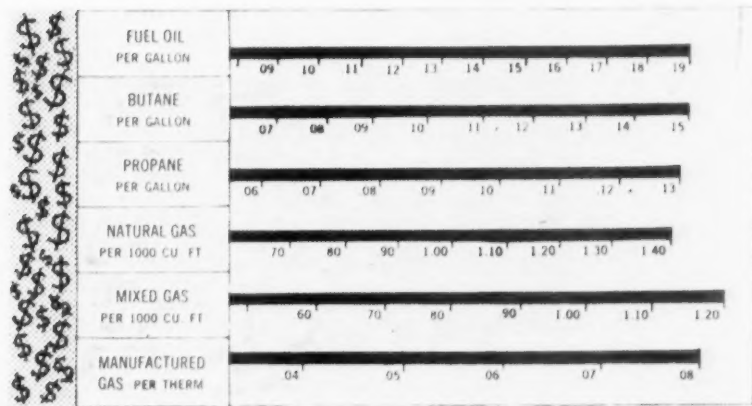
Sales Representatives

281 North Ave., N.E., Atlanta 5, Ga.
Representatives wanted in open territories

THE MARWIN COMPANY

Manufacturers

P. O. Box 567 • Cayce, South Carolina



COLEMAN CHART SHOWS LOWEST-COST FUEL

To find out which house heating fuel is least expensive, this chart is arranged to give a quick and accurate answer. Use a pencil to mark the prevailing price of each available fuel on the appropriate horizontal line. The mark that then lies farthest on the left indicates the cheapest fuel per unit of heat — and the one that will give the lowest operating cost. The Coleman Co., heating equipment manufacturer that developed the chart, stresses the necessity of using the local utility's special "heating rate" for gas.

Loxcreen Expands with Georgia Plant Purchase

The Loxcreen Co., Inc., of Columbia, S. C., and Dallas, Tex., has acquired the assets of the Southern Moulding and Manufacturing Co., Inc., Chamblee, Ga., according to a recent announcement.

Now operated as the Loxcreen Co., Inc., the Georgia plant continues operations under the management of A. F. Morrow. Its facilities are being used to expand the Loxtrim line of aluminum moldings by adding extruded aluminum forms to the variety of cold-roll forms previously offered.

The Georgia plant also will supplement the South Carolina and Texas plants with additional assembly and shipping facilities for Loxcreen tension screens and Loxframe frame screens.

John W. Parrish, president and treasurer, announced that this merger is part of a general expansion program for Loxcreen. The company recently added complete lines of frame screens and aluminum moldings to its basic lines of tension screens, popular in the South.

Other officers of the Loxcreen Co. are A. F. Morrow, vice-president, and T. J. Moseley, secretary.

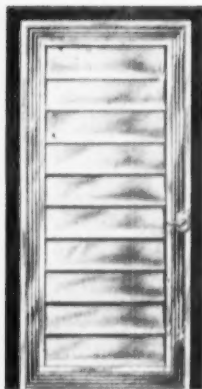
BLANK CHECKS PLEASE KENTUCKY CUSTOMERS



ANOTHER CURVALUM

FIRST!

**THE NEW
APARTMENT
HOUSE
LOUVRED
SCREEN
DOOR**



AMAZINGLY LOW PRICE!

(less than wood louvered screen doors)

New Fire Department Regulations prohibit use of wood louvered screen doors on —

**APARTMENT HOUSES • HOTELS • MOTELS
ALL PUBLIC BUILDINGS • RESIDENTIAL**

Be the first "LIVE-WIRE" to sign up complete apartment house installation! This is the only door on the market available for this purpose — **ALL ALUMINUM DOOR FRAME, LOUVRES and SCREEN, complete with HARDWARE.**

Write, wire or phone for complete details.

CURVALUM DOOR MFG. CO.

15 Prospect Street, Hewlett, L. I., N. Y.
LYnbrook 9-0880

A SURE WAY to surprise and please customers who come into your store for a cash purchase or to make payment on account is to have on hand blank checks for their own bank, a Kentucky dealer has found.

Above, William Edmiston, presi-

dent of the Boyle Lumber and Supply Company in Danville, takes a pad of checks from the handy storage rack. It is located behind the sales counter and not far from the bookkeeper's office. In it he usually has blanks for a dozen major banks in the Danville trad-

FOR THE FINEST IN . . .

OAK FLOORING
MAPLE FLOORING
BEECH FLOORING

All Appalachian Stock

FOR THE BEST YIELDS IN VERMICULITE

Plaster Aggregate
Concrete Aggregate
Insulating Fill

Call Orders COLLECT to:

C. R. GRAYBEAL & SONS

Phones 2201 & 2301

Roan Mountain, Tenn.

Watauga
Brand

Air-Life
Brand

Delivery Service

ing area. Customers like it!

Edmiston also keeps on hand a supply of check blanks he had printed for customers to fill in their bank along with date, amount, and signature. Below the "amount" line is printed this "assurance":

"For value received I assert that the above amount is on deposit in said bank in my name. Subject to this check."

Edmiston has found these blanks well worth the cost, but he says it's much easier — and pleasanter — to get payment on an account or sell by check when you can produce a blank on the customer's own bank.

National Lock Builds "Largest Screw Plant"

A modern one-story \$5,000,000 factory on a 70-acre site is being built by the National Lock Co. on the outskirts of Rockford, Ill. It is scheduled for completion in the fall of 1957.

Said to be the "world's largest screw and bolt plant," the factory will accommodate a large part of the operations now carried on at the National Lock plant in the heart of Rockford. This will make it possible to relocate other departments for better work flow and more economical operation.

With sales of around \$35,000,000 annually, National Lock has been steadily increasing production of its screws and bolts and other metal fasteners. It is a subsidiary of the Keystone Steel and Wire Co., of Peoria, Ill.

Atlas Acquires All of Plywood, Inc., Stock

The Atlas Plywood Corp., Boston, Mass., has exchanged shares of common stock for the common stock of Plywood, Inc., according to Robert A. Muller, president of Atlas.

This action enables Atlas Plywood to consolidate the operations of Plywood, Inc., with the parent company as part of an expansion program. Previously, the Atlas firm owned 63 per cent of Plywood, Inc., common stock.

Muller said that the expiration date of the exchange offer has been extended from January 19 to February 20 in order to afford an opportunity for remaining Plywood, Inc., minority stockholders to participate in the exchange.

Shares of Plywood, Inc., stock in excess of the required number already have been deposited with an agent for exchange.

Handi-Crete Licensees Assigned Six States

Handi-Crete, Inc., a new firm with headquarters at 3105 Roswell Road N. E., Atlanta 5, Ga., is licensing firms throughout the nation to produce and sell its cement mixtures. These are Handi-Crete concrete mix, Handi-Crete sand mix, and Handi-Crete mortar mix.

These products will enable homeowners to do many jobs around the house that they would not attempt without a "ready mix" product that requires only the addition of water. Handi-Crete products are packaged in two sizes in moisture-resistant, dust-tight bags.

The states of Virginia, North Carolina, Florida, Kentucky, Ohio, and Indiana have been assigned to licensed producers, who are getting plants in operation. Asphalt Materials, Inc., at Newport, Ky., will supply Kentucky, Ohio, and Indiana. The Southern Materials Co., Inc., Norfolk, Va., will serve North Carolina and Virginia. The Jacksonville Concrete Co. will supply Florida.

Robert L. Rauch, president of Handi-Crete, invites inquiries from other producer prospects. He recently was general manager of Drycrete, Inc., in Brewton, Ala. He formerly served as general sales manager of the Sakrete division of the W. R. Bonsal Co.

Eagle Lock Changes Name And Boosts Production

After using one name for 123 years, the Eagle Lock Co. has changed its name to the Eagle Lock and Screw Co., to recognize its increasing volume of fastener production.

J. F. Gudeman, chairman of the board for this Terryville, Conn., firm, also announced that more than \$1,000,000 was spent recently for new tooling and equipment to boost production of both locks and fasteners.

In line with these moves, John Regan, general sales manager, was promoted to vice-president in charge of sales. Vincent H. Szamier, works manager, is now vice-president in charge of manufacturing.

BRAB Group Studies Frame Wall Anchorage

The Building Research Advisory Board Advisory Committee, appointed by the National Research Council, is conducting a study on "Anchorage of Exterior Frame Walls to Various Types of Foundations."

This study is one of several being conducted by BRAB for the Federal

Classified Advertising

Terms — Cash With Order

Minimum Charge \$5.00

RATES.

\$1.10 per word for each insertion.

Add \$1.50 per insertion for blind ads bearing box number. Replies provided without additional charge.

All ads for classified section must be in publication office on the 18th day of month preceding date of publication.

Advertisements are set in uniform type of this size. No cuts or special borders allowed. Mail ad copy to:

SOUTHERN BUILDING SUPPLIES
806 Peachtree St., N.E.
Atlanta 5, Georgia

REPRESENTATIVES WANTED

Aggressive representatives calling on hardware and building supply trade wanted by 17 year old manufacturer of aluminum mouldings, store front material, etc. Complete line, competitively priced for sale direct to dealers. Several territories open. We protect representatives fully. Please outline present lines and area covered. Reply to: Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

Aluminum windows. Awning and horizontal glide types for new buildings. Reply to: Director of Sales, P. O. Box 1072, Youngstown, Ohio.

Representative wanted for a well established prefabricated wallpanel manufacturer to travel Southeastern states. This is an excellent opportunity for a man with the sales ability and knowledge of this territory. Salary—expenses and bonus arrangement. Write Wallace Manufacturing Company, Tenth & Fayette, North Kansas City 16, Missouri.

CORRESPONDENCE SCHOOL

ESTIMATING — DON'T HIBERNATE THIS WINTER. LEARN ESTIMATING AND BLUE-PRINT READING by the fastest and most accurate system.

The Famous "UNDER YOUR HAT" BUILDING CONTROL SYSTEM around the clock—EASY and simplified method—More than 90% of the Builders and Contractors and more than 85% of the Mechanics in the Building Trades cannot Estimate or Read Blueprints.

SPECIAL — Prepublication offer \$6.98 for the Multi-colored 50"x33" Lithographed ROUND THE CLOCK COURSE OF STUDY. It adds to what you already know and makes you competent to make more money as soon as you desire.

Make check payable to the—

CONTRACTORS CLEARING HOUSE, INC.
P. O. Box 843
Miami 5, Fla.

LINES WANTED

Manufacturer's representative available for two new major lines covering the Southeast. Reply Box 66, SOUTHERN BUILDING SUPPLIES, 806 Peachtree Street, N. E., Atlanta 5, Georgia.

FOR SALE

Woods 501 flooring unit, completely rebuilt and guaranteed.

Faggart Bros. Oak Flooring Corp.
Concord, N. C., Phone 2-7011

Housing Administration under a contract between the FHA and the National Academy of Sciences.

Purposes of the new committee are to study:

1. The nature and magnitude of forces to be resisted by the residential structure and ultimately by its anchorage to the foundation;
2. Wood and metal framing systems and construction methods in relation to types of anchorage to continuous foundation walls, individual piers, piers with curtain walls, and slab-on-ground;
3. Recent MPR's for their adequacy as protection against destructive effects upon the residence caused by deficiencies in the physical connection to the foundation;
4. The making of recommendations for anchorage requirements for various residential framing and foundation methods.

Grading Bureau Renamed

The West Coast Bureau of Lumber Grades and Inspection has changed its name to the West Coast Lumber Inspection Bureau.

H. V. Simpson, manager of the 50-year-old organization, said the

name change was made because the old one was too cumbersome. Howard Brown is active director.

Headquarters for the bureau are at Portland, with branch offices at Seattle, Eugene, Medford, Los Angeles, Washington, D. C., and New York, with resident supervisors at Eureka, San Francisco, Chicago, and Dallas.

Hardwood Plywood Group Holds Annual Meeting

Three panel discussions will highlight the 12th annual meeting of the Hardwood Plywood Institute, to be held February 14 at the Drake Hotel in Chicago, according to Managing Director Charles E. Close.

The 36-per-cent increase last year in the use of hardwood plywood opens up new challenges for improved production methods and sales efficiency, Close stated.

To meet this challenge, the convention program will include talks by L. J. Seidman, noted business analyst in the wood and furniture field; Dr. John A. Hall, director of the Forest Products Laboratory, and an address by a prominent design expert.

Committee Appointed to Study Block Flooring

The Federal Housing Administration and the National Academy of Sciences are sponsoring a "Study of Installation of Wood Block Finish Flooring," to be conducted by the National Research Council.

The Building Research Advisory Board recently announced the names of 18 persons who will serve as an advisory committee for the project.

From the South and Southeast they include Thomas H. Boone, National Bureau of Standards, Washington, D. C.; Harry C. Bower, American Bitumuls and Asphalt Co., Baltimore, Md.; M. E. Conrad, E. L. Bruce Co., Memphis, Tenn.; James McBride, James McBride Wood Floors, Inc., Arlington, Va.; Francis Scofield, National Paint, Varnish and Lacquer Assn., Washington, D. C.; V. L. Toussaint, Plyfloors, Inc., Beaumont, Miss., and Henry Willins, National Oak Flooring Manufacturers Assn., Memphis, Tenn.

The committee will study aspects of various wood block types and species used; adhesive materials and methods used in mastic application; cause, effect, and control of moisture from above or below flooring.



The builder's favorite — specially priced full-mortise butts in typical Griffin quality! Full size pins, full size knuckles, no burr joints, electroplated dull brass or bonded prime coat. Swaged to standard specs.



Also in Round Corners

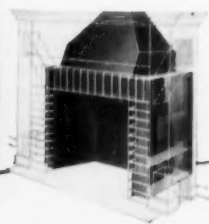
Send for Bulletin

Builder's Special Cat. #540

GRIFFIN®
"since 1899"

MANUFACTURING CO. ERIE, PA.

For a Fireplace that
**Really Heats
Really Works**



Majestic CIRCULATOR FIREPLACE

circulates the heat!

This all-steel, ready-built fireplace unit, scientifically proportioned for best results, also captures the "up-the-flue" heat and circulates it through the room.

Cool air from floor level inlets moves through the heating chamber and out through warm-air grilles at mantel height—or from outlets piped to other rooms.

Circulator unit includes damper, smoke chamber, downdraft shelf, smoke dome, angle seal, and firebox—a continuously welded heavy-gauge steel form around which any mantel can be built. A perfect-operating, non-smoking, low-cost fireplace that *really heats*.

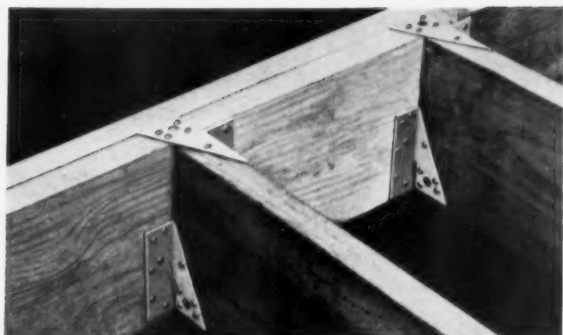


45% MORE Heat

Radiating
Surface with
**RADIANT
BLADES**

The Majestic Co., Inc.

414-B Erie St., Huntington, Indiana



the most versatile JOIST HANGER
ever developed

Teco Trip-L-Grip FRAMING
ANCHORS

ELIMINATE heavy strap hangers
notching
shimming

One size fits joists from 2"x4" to 2"x12"
STOCK ONE SIZE ONLY!

Write today for Dealer Arrangement

TIMBER ENGINEERING COMPANY

Dept. 56-J

1319 18th Street, N.W., Washington 6, D. C.



**We are prepared to
supply your requirements
right through the year**

PONDEROSA PINE • SUGAR PINE
DOUGLAS FIR • WHITE FIR
INCENSE CEDAR

Mouldings and Interior Trim
Jambs • Frames • Incense Cedar
Venetian Blind Slats • Glued-up Panels
Cut Stock • Box Shook

OUR SPECIALTY • MIXED CARS TO THE TRADE

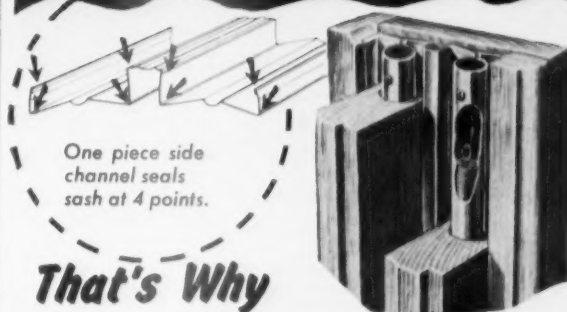
**The Ralph L.
SMITH
Lumber Company**

Mills at Anderson, Red Bluff,
Castella & Wildwood, California

Sales Office at Anderson, California



• EFFICIENT *Air Conditioning* Demands the best in **WEATHERSTRIPPING**



more builders specify

HETTINGER'S FAMOUS

Metal Weatherstripping with

Silent Glide

**Only Sash Balance That Properly Balances
Windows—Stops Window Operation Noise**

Triple Seal metal weatherstripping seals out drafts — winter or summer — and stops the air leaks that overload air conditioning systems. If you build for air conditioning, or if your buyers plan to install air conditioning — combine Triple Seal Metal Weatherstripping and Silent Glide — the balance that goes up and down at a touch — quietly.

Box packaged for easy installation. Your dealer can also furnish you windows completely assembled and equipped with Triple Seal and Silent Glide balances.

Ask
your dealer
for full
information
or Write
Direct.



**HETTINGER'S
Triple Seal**

Weatherproof Products Corp.

P.O. Box 8498, K. C., Mo.

LOXFRAME

All-aluminum
frame screens
for any type
opening.

LOXGREEN PRODUCTS for '56

LOXGREEN aluminum tension screens

The famous frameless screens with the patented spring latch that pulls down and across at the same time, grips all sides of the window frame. Lifetime all aluminum construction. Hung from inside in less than 5 minutes.

LOXTRIM

Rolled and extruded
aluminum mouldings.

Loxgreen Products mfg. by **The LOXGREEN COMPANY, Inc.**
P. O. Box 5133, Columbia, S. C. P. O. Box 247, Chamblee, Ga.
2120 Irving Blvd., Dallas 2, Texas

ADVERTISER'S INDEX

A

ABC Jalousies *
A.C.T.I.O.N. *
A & F Tileboard Co. 85
Ace Rubber Products, Inc. *
Adams Engineering Co., Inc. *
Adams Rite Mfg. Co. 48
Alabama Metal Lath Co. 34
Albritton Engineering Corp. 45
Anthony Truck Co. *
Armstrong Co. *
Atlanta Oak Flooring Co. *
Atlantic Steel Company 35

B

Bialy & Assoc., Norman A. 79
Binswanger & Co. 64
Bowers Jr.,
R. P. (Rudy) Second Cover
Boyette & Son, Inc. *
Edwin C. *
Bradley Lumber Co. of Arkansas 7
Braeckles, Inc. *
Burton, Robert S. 88

C

Caldwell Mfg. Co. *
Cameron & Co., Wm. 16
Cameron and Richardson *
Carey Manufacturing Co.,
Philip *
Carolina Metal Products 6
Carter Co., H. V. *
Carson, H. H. *
Celotex Corp., The 11
Certain-teed Products Corp. 51
Classified Ads 91
Co-Cresote Oil, United
States Steel Corp. 29
Columbia Mills, Inc. *
Consolidated General Products,
Inc., VF Div. *
Consolidated Wire Products
Co. Second Cover
Cornay, F. A. 70, 71
Cox & Son, Arthur 95
Croft Steel Products, Inc. 76
Cruze Co., Fred C. *
Currie, George F. *
Curran Co., Inc. *
Curvalum Door Mfg. Co. 90

D

Dant & Russell, Inc. 96
Darwin, B. C. 65
Davis, H. W. *
Davis, Marion T. 69, 89
Detroit Steel Products Co. *
Dickey Clay Mfg. Co., W. S. 87
Dinges Co., George J. 79, 85
Donald Durham Co. *
Donley Bros. Co. *
Douglas Fir Plywood Assn. 77
Dunne Co. 73
Dunne, W. P. *
Durrall Products Co. 49
D'Uroflex Co. 1
Dur-O-Wal, Division,
Cedar Rapids Block Co. *

E

Everett & Co., John T. 33
Ez Way Sales, Inc. *

F

Farrar, E. H. 92
Fern, J. M. *

Filon Plastics Corp. 40, 41
Flintkote Co. *
Flynn Manufacturing Co.,
Michael *
Fuller Jr., L. G. 92, 94

G

Gardner Sales Co. 88, 94
Garner & Co. *
Gaskin Jr., T. A. *
Gerrard Steel Strapping Division,
United States Steel Corp. *
Gilbert Co., S. P. *
Glover, H. C. 92
Goetze Co., Earl *
Gordon & Son, Inc.,
Alexander *
Graybeal & Sons, C. R. 90
Griffin, A. W. *
Griffin Manufacturing Co. 92

H

Hager & Son's Hinge Mfg.
Co., C. 33
Hansen, J. W. 50
Harbor Plywood Corp. 8, 9
Harris Livingstain Co. *
Heatilator, Inc. 50
Hewlett, Wm. R. *
Hobbs Wall Lumber Co. 84
Homasote Co. 79
Hope's Windows, Inc. *
Horizon Door Co. 52
Horwitz, A. L. *
Houk, J. T. *
Howard, Summer, W. R. *
Hutchinson, R. H. *
Huttig Sash & Door Co. *

I

Ideal Brass Works, Inc. *
Ideal Co. 16
Insulite Div., Minnesota &
Ontario Paper Co. *

J

Johns-Manville, Inc. *
Johnson & Co., Inc., A. J. *
Johnson, R. J. E. *
Johnson Lumber Co., C. D. *
Johnson & Sons, Walter S. 92
Joiner Co., Roy C. 48
Jones, Arthur S. Third Cover

K

Keasbey & Mattison Co. 1
Kemp, S. H. 48
Keystone Wire Cloth Co. 69
Kimberly-Clark Corp. 6
Klein, M. J. *
Kochon Plywood and Veneer
Co., Inc. 47
Kuhne, R. M. Fourth Cover

L

Lang, H. Carleton 88
La Rue, W. J. *
Lehon Co. *
Leslie Welding Co., Inc. 58
Levinson, Benj. & Co. *
Libbey-Owens-Ford Glass Co. 75
Lion Oil Co.,
Asphalt Products Div. *
Loce Star Cement Corp. *
Louver-Pak Co. *
Loxgreen Co. 94
Ludman Corporation *

ADVERTISER'S INDEX

M

McCluggage Sales Co.	*	Southern Building Supplies	96
McGranahan, J. A.	*	Southern Metal Products Corp.	*
McKnight Co.	*	Southern Pine Association	*
Majestic Company, Inc.	92	Southern Sash Sales & Supply Co.	Third Cover
Malloy, V. W.	*	Southern States Iron Roofing Co. (Manufactured Products)	*
Mann and Co., J. T.	*	Southern States Iron Roofing Co. (Warehouse Div.)	2
March, Inc., E. L.	37	Spentzos, Jim	92
Markee Corporation of America	83	Springtile Screen Mfg. Co.	*
Marsh Wall Products, Inc.	*	Stair, James A.	82
Marwin Co.	89	Starnes, John P.	13
Masonite Corporation	*	Stovall, W. H.	*
Master Metal Strip Service	63	Sunray Jalousie Co.	*
Meibaum, W. C.	92	Superior Fireplace Co.	39
Mengel Co.	43	Superior Lumber Sales Company	36
Metal Trims, Inc.	82		
Meyercord, E. B.	*		
Midwestern Sales Co.	82		
Miller Mfg. Co., Inc., Frank	86		
Mock, Vernon L.	65		
Modern Product, Inc.	70, 71		
Monarch Metal Weatherstrip Corp.	73		
Murphy, D. T.	55		
Murray, L. E.	*		
MW Distributors	55		

N

Nachlas, Otto	79	Tarter, Webster & Johnson, Inc.	74
National Business Publications, Inc.	*	Tennessee Coal, Iron & Railroad Div., U. S. Steel Corp.	39
National Guard Products, Inc.	*	Tiffany Manufacturing Co., Inc.	96
National Lock Co., Fourth Cover	*	Timber Engineering Co.	93
National Woodworks	61	Trinity Div., General Portland Cement Co.	*
Nordahl Manufacturing Co.	5	Tri-State Building Service	74
North, Joseph T.	48	Trowbridge, Lewis C.	92
Nova Sales Company	79	Tucker, M. B.	63

O

O'Callaghan, W. L.	73	Turner & Seymour Mfg. Co.	*
Onice Clay Prod. Co.	18	Turpentine & Rosin Factors, Inc.	*
One-Dee Frame Corp.	*		
Orangeburg Manufacturing Co., Inc.	*		
O'Rourke, James	*		

P

Pacific Lumber Co.	*	Vadco Aluminum Windows	Third Cover
Penn-Dixie Cement Corp.	*	U. S. Plywood Corp. (Industrial Adhesive Div.)	81
Per-Fit Products Corp.	67	U. S. Plywood Corp.	57
Perma Products Co.	*	United States Steel Corp., Co-Crescote Oil Division	29
Pitt, C. W.	48	United States Steel Corp., Gerard Steel Strapping Div.	*
Plastergon Wall Board Co.	13	United States Steel Corp., Tenn. Coal, Iron & Railroad Div.	39
Pohl, H. H.	88	United States Treasury	*
Precision Parts Corp.	*	Unitemp Products	70, 71
Proctor & Co., E. W.	79, 82	Utley, Inc., Withers Clay	*

R

Red Cedar Shingle Bureau	*	Vadco Products Co.	*
Reyburn, F. Kenneth	59	Vento Steel Prod. Corp.	86
Reynolds Metal Company, The	37	Visador Company	*
Riehkraft Company	*		
Robertson, H. B.	*		
Rockwell of Randolph, Inc.	63		
Rowell, Frank N.	63		
Ruberoid Company	*		
Rudiger Lang Co.	3		
Rush & Sons, Harvey D.	92		
Ryan Sales Corp.	*		

S

Sander-Cederlof & Associates	77		
Schoeck, Fred C.	94		
Selinger, Elliot R.	94		
Sellers, Jack L.	18		
Smith, J. Paul	Third Cover		
Smith Lumber Co., Ralph L.	93		

Y

Yauger & Co., Jack	*
Yochem, Phillip A.	*

Z

Zegers, Inc.	88
Zuber Lumber Co.	36



make the
sales you
now miss!

sell the complete
market with 2 lines of

Glide-Master

sliding door and wardrobe hardware



1 Glide-Master Great Quality Line!

Your customers can see the difference in quality. Roll-formed, V-bottom track—nylon ball bearing wheels—fingertip adjustment! Separate models for sliding doors and wardrobe doors.

2 Glide-Master Economy Fast-Moving Low-Price Line!

Dependable, precision construction. Solid nylon wheels—cadmium plated adjustable hangers—sturdy roll-formed track. A real sales builder. Wardrobe hardware only.

Glide-Master

SILENT SALESMAN DISPLAY

Colorful! Informative! Attracts—tells—sells! Holds both Glide-Master and Glide-Master Economy packaged kits.

ARTHUR COX & SONS, INC.
70 N. Sycamore, Pasadena, Calif.

To DEALERS AND DISTRIBUTORS: Profitable new territories are opening. Join us now. Write for details.

take a
good look at **INCENSE CEDAR**



one of 10 woods from the

WESTERN PINE region

Great resistance to decay, fine dimensional stability, high insulation quality make Incense Cedar a superior wood for all weather-exposed jobs. Lightweight, workable, paintable, it is an economical wood. Its reddish-brown color, silky surface, delicate grain and spicy fragrance suit it for fine woodworking and closet linings.

Incense Cedar comes in 3 select and 5 common grades. You can order it in mixed cars—together with the other woods of the Western Pine region—from most Western Pine Association member mills.

the Western Pines

IDAHO WHITE PINE
PONDEROSA PINE
SUGAR PINE

the Associated Woods

INCENSE CEDAR
LARCH
DOUGLAS FIR
WHITE FIR
ENGELMANN SPRUCE
RED CEDAR
LOGSPOLE PINE



get the facts
to help you sell

INCENSE CEDAR

Write for the FREE illustrated booklet to
WESTERN PINE ASSOCIATION
Yeon Bldg., Portland 4, Oregon

Pacific Coast Forest Products

**Ponderosa Pine, Douglas
and White Fir Window and
Door Frames, Inside Door
Jambs, Mouldings, Cut-to-
length and Packaged Trim
and cut stock items.**

**Douglas Fir Plywood
Coos Bay Underlayment
Coos Bay Hardboard
Overlay, two sides.**

SALES REPRESENTATIVES

Marion T. Davis & Co.
281 North Avenue, N. E.
Atlanta, Georgia

E. B. Meroney
P. O. Box 6631
Houston 5, Texas

Cecil M. Brooks
7229 Jan Mar Drive
Dallas 30, Texas

Leonard Craig
Corpus Christi, Texas

Dant & Russell, Inc.
Port Everglades Sta.
Fort Lauderdale, Florida

Dant & Russell, Inc.
P. O. Box 2411
Tampa, Florida

Dant & Russell, Inc.

General Sales Office:
1320 S. W. Broadway
Portland, Oregon



The New. Smart... **TIFFANY LINE**

OF ALL ALUMINUM MEDICINE CABINETS

LOW COST... RANGE
OF SIZES & PRICES

- Superb Modern Styling
- Sturdy Lifetime Aluminum
- Non-Rusting—No Enamel Chipping
- Flush Molding—No Dust Catcher
- Easy Installation—Protected Molding
- Copper Back Mirrors—Quiet Glide
- factory guaranteed

Tiffany Mfg. Co., Inc.
2744 N.W. 35TH ST.
MIAMI, FLORIDA



**WHEN YOU WRITE TO Advertisers
IN THIS MAGAZINE . . .**

Tell Them YOU READ ABOUT IT IN

**Southern
BUILDING SUPPLIES**



SOUTHERN
SASH'S
Ualco
aluminum

SELECT-A-VENT WINDOWS

give homeowners low-cost awning
convenience in lifetime aluminum

Builders, contractors and do-it-yourself homeowners welcome this new Ualco Window . . . the Select-A-Vent offers the no-upkeep advantages of aluminum with the beauty and convenience of an awning window—all at a very low cost.

The Select-A-Vent is unique in that all vents operate independently; affords unexcelled choice of ventilation. Available in single vents for ribbon arrangements or in tiers for convential windows or window-walls.

SOUTHERN SASH SALES & SUPPLY CO., INC.
Sheffield, Ala.

ENGINEERING PLANNING SERVICE to assist architects, engineers and contractors in making "take-offs" and solving window problems.

SEE OUR CATALOG IN SWEET'S
FOR COMPLETE INFORMATION,
LIGHT CONSTRUCTION FILE **5A**
UN

Ualco Aluminum Windows Are Unconditionally Guaranteed Against Defective Materials and Workmanship.

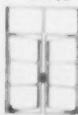
Southern Sash's UALCO—World's Largest—In More Buildings Than Any Other Aluminum Window.



AWNING



AWNING
HOOPER



CASEMENT



FALOUSIE



HOOPER



DOUBLE
HUNG



RANCH
WALL



SELECT
A VENT



BASEMENT



TWINSUL



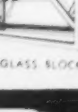
HORIZONTAL
SLIDING



PIVOTED



UTILITY



PROJECTED

GLASS BLOCK



SOUTHERN
SASH'S
SASHCO
aluminum

NEW TENSION SCREENS

sells fast with new interchangeable
storm sash; double-profit for you!

The most sensational development in window accessories! Tension Screens hang from brackets, install or interchange in minutes; Tension Storm Sash operate on same rails as Screens, hang from same brackets. Makes seasonal changeovers a breeze.

Aluminum mesh Screens never rot, rust or need painting; exclusive hemming process prevents breaking at points of strain. Storm Sash of clear plastic, reinforced with aluminum wire. Both roll for storing.

SOUTHERN SASH SALES & SUPPLY CO., INC.
Sheffield, Ala.

WAREHOUSES & SALES OFFICES: Canton, Ohio; Elizabeth, N. J.; Florence, Ala.; Hialeah, Fla.; Montgomery, Ala.; Van Nuys, Calif.; Greensboro, N. C.; Ruston, La.; Kansas City, Mo.; Washington, D. C.

**GET ON THE PROFIT-BANDWAGON
WITH UALCO & SASHCO
RETURN COUPON FOR COMPLETE INFORMATION!**

Southern Sash Sales & Supply Co., Inc.
818 Twentieth Street, Sheffield, Alabama

- ☐ Please send information about Ualco's Select-A-Vent.
- ☐ Please send information about the complete line of UALCO ALUMINUM WINDOWS.
- ☐ Please send information about Sashco's Tension Screen and Tension Storm Sash.
- ☐ Have your representative call.

NAME _____
STORE _____
ADDRESS _____
CITY _____ STATE _____



Include this space-saving

"Select-a-Pak" Trade Mark DISPLAY

in your new showrooms
and self-service areas



No. 109
FLOOR UNIT

Here's a complete hardware department in one compact, self-contained unit! Designed as an island or wall fixture, it effectively displays three "Select-a-Pak" merchandise assortments of your selection . . . including Cabinet Hardware, Forged Iron Hardware and Builders Hardware. Finished in natural Maple. It has ample storage facilities at the bottom for open stock (sliding drawers optional). Fill in the coupon below for full information on all "Select-a-Pak" self-service display units.

- Size 30" deep, 47" long and 55" high (including display panel)
- Comes complete with glass binning, price clips and price tickets
- Peg board back displays other hardware items
- Display panels and layouts are included FREE with assortments

HANDY SLIDE BOX PERMITS INSPECTION OF MERCHANDISE

NATIONAL LOCK COMPANY ROCKFORD, ILLINOIS

Please send me information on "Select-a-Pak" Self-Service Display Units.

Company Name

Address

City State

Individual's Name

Clear acetate slide cover effectively displays merchandise . . . assures dependable product protection . . . permits customer to examine contents without damaging the package. Order NOW



ORIGINATOR OF "SELECT-A-PAK"
... LEADER IN MERCHANDISING



NATIONAL LOCK COMPANY

Rockford, Illinois

Merchant Sales Division